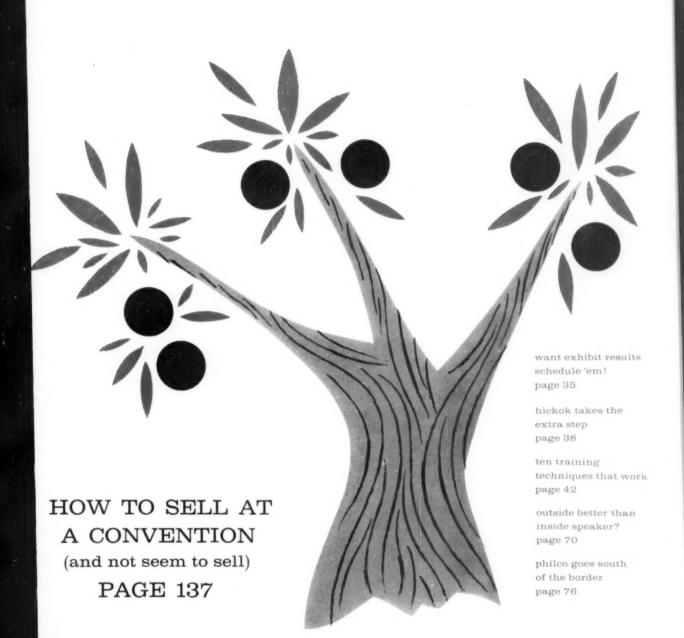
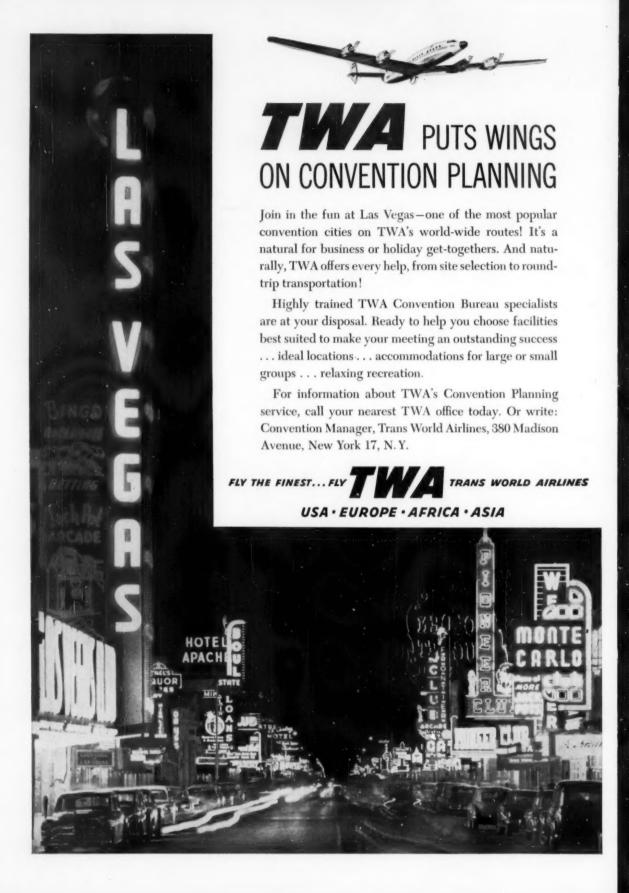
# Sales Management Sales Meetings PART TWO CONVENTIONS . EXPOSITIONS . TRADE SHOWS







#### More "know-how" . . .



#### More equipment . . .



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### to make your next show or sales meeting the BEST yet!

Yes, here at Andrews, Bartlett and Associates we have the keys to the success of your next show, exposition or sales meeting.

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# Sales Meetings

CONVENTIONS . EXPOSITIONS . TRADE SHOWS

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JULY 17, 1959



ask the people who have....

JULIAN CONOVER
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Sales Management | PART TWO

### Sales Meetings

EXECUTIVE OFFICES, 1212 Chestnut St. Philadelphia 7, Pa. WAlnut 3-1788

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# LET El San Juan

# make your convention unconventional this year!

Board meetings on the beach? Big deals in the dining room? Private caucuses in the cocktail lounge? Or formal assemblies in banquet rooms that hold up to 1500? They're all awaiting your business-and-pleasure at the San Juan Intercontinental, located on 15 beautiful acres in sunny Puerto Rico.

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Phone your travel agent or Intercontinental Hotels (in New York—STillwell 6-5858, in Miami—FRanklin 1-6661). Or write Intercontinental Hotels, Chrysler Bldg., New York 17.



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a giant shell

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Unique

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CLUB

and huge pool:

wide, white

private

ocean beach!

Cocktail Lounge, with a view of the mountains, the city, 250 luxurious guest rooms and suites, with cooperating hotels nearby bringing the total of deluxe accommodations to over 700. Spacious, air-conditioned meeting rooms—flexible and completely equipped—that can accommodate in supreme comfort any size banquet or meeting from a small executive conference of 10 to a large meeting of 700, or a sumptuous banquet of 600 in Las Nereidas Room. In addition—an expert convention-trained staff will take care of all details, supply you with all accessories.

HENNING MOGENSEN, Manager

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Representatives - WILLIAM P. WOLFE Organization

AN ASSOCIATED FEDERAL HOTEL / Cecil Mills, President

# Here's how Western Airlines can help yours to be a



WHERE you hold your convention or sales meeting is a big factor in its success. And it need not be "the same old place." You can add new life and appeal by choosing any one of a dozen exciting convention cities in the West—thanks to fast Western Airlines service.

#### Let Western Help You Decide

Because Western serves all the major convention cities in Western America, we maintain a special Convention Bureau to give you unbiased facts about these cities and their facilities. The Bureau staff, headed by Betty West, is devoted solely to gathering first-hand information which convention planners need. Here are some of the questions we can answer for you—without cost or obligation:

• Hotels. Which hotels have meeting rooms of the type and size you

require? What are the rates? Which ones offer special "packages" including entertainment, recreation, etc.? Which deliver the service and the facilities you need?

- Appropriate dates. Will your meeting conflict with another in the same category? What's the best time of year for the convention city that interests you?
- Routing benefits. Can travel to your meeting be routed so as to make the occasion even more interesting? For example, a group flying from an Eastern city to the West Coast was able to visit Mexico City en route at very little extra cost!
- Attendance assurance. What can you do to make sure of the highest possible attendance? The Convention Bureau can provide you with a proved plan that has resulted in boosts of 40% and more.

These and many other answers are yours for the asking...from the Western Convention Bureau. Look at the wonderful convention cities Western Airlines serves. Then write us for information about any of them. It's your first step toward a more successful convention! Just write—

BETTY WEST, CONVENTION BUREAU, WESTERN AIRLINES, 6060 AVION DRIVE, LOS ANGELES 45, CALIF.



LOS ANGELES - LONG BEACH
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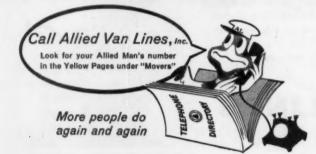
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The wonderful way to your next convention

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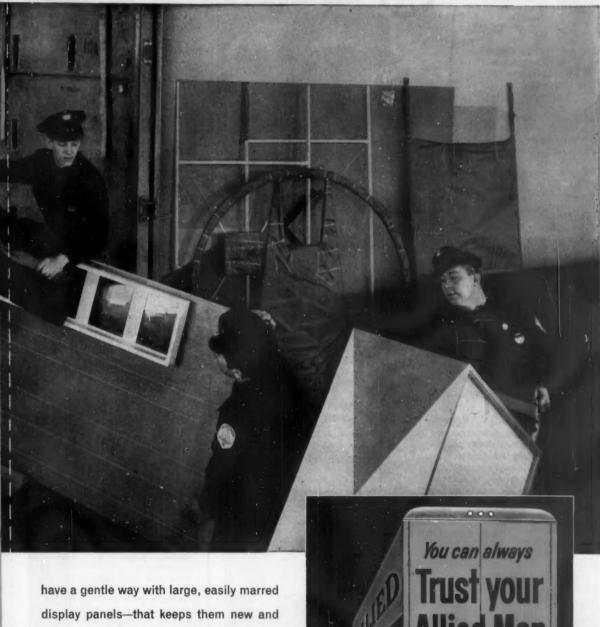




#### The show goes on - on time.

Relax, and let your Allied Man handle everything. He'll get it there on time, move it to the next show. This takes lots of experience, expert scheduling, plenty of equipment. And your Allied Man has it. Allied Men

# to your Allied Man



have a gentle way with large, easily marred display panels—that keeps them new and fresh-looking longer. Your Allied Man is the world's largest mover—the leader in the moving business. Naturally, you can trust him to take care of your equipment right!

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• 125 suites • 2500 rooms 25 meeting rooms

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In the heart of the city's trading and entertainment area. Direct subway to Pennsylvania Railroad Station and Long Island Railroad. Center Auditorium adjacent to the hotel (capacity 3500). New York Trade Show building diagonally across the street.

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#### HOTEL DENNIS

Boardwalk at Michigan Avenu Atlantic City ATlantic City 4-8111 John Leishman Convention Mgr.

#### what to ask

Within the last two or three years, several articles have appeared concerning the reaction of salesmen to sales conventions and meetings. We assume the information for these articles was gathered either by questionnaire or a question interview. Although we cannot refer you to a specific article or publication date, we wondered if you could recall any of these and perhaps lay your hands on the questionnaires or questions used.

Our reason for making this request is that we have just completed three sales meetings in Las Vegas involving about 1,600 people. We would like to query them on their reaction to the meetings just held to obtain honest suggestions of improvements and changes we might make in the future.

Jim Farlee

Assistant Vice President Mutual of Omaha Omaha, Neb.

#### ain't so, he says

The second sentence in the first paragraph on your editorial page of the May 15 issue disturbs me immensely. (As The Editors See It, pg. 31, "Most government-operated businesses have been eliminated.") I am sure the writer must have been misinformed somewhere along the line. To prove my point I should like to quote from a speech given by J. E. Corette, president, Edison Electric Institute, and president, Montana Power Company, in an address before the 27th Annual Convention Edison Electric Institute at New Orleans on April 6. I quote from the portion of his talk titled, "Trends in America.'

"To preserve those things which make America great, we must always be considering what is going on in this country, what the trends are and where they lead. Because, ordinarily, once you have lost a right or a privilege, it is too late to do anything about it.

"Government in America today has what has been called political elephantiasis, as is clearly indicated in the following official statement made by the late Rowland Hughes, at that time Director of the Bureau of the Budget:

"The Federal Government is, among other things, the largest electric power producer in the country, the largest insurer, the largest lender and the largest holder of grazing land, the largest holder of timber-land and the largest owner of grain, the largest ship owner and the largest truck fleet operator. For a nation which is the citadel and the world's principal exponent of private enterprise and individual initiative, this is an amazing list."

"A recent Budget Bureau report found the Federal government engaging in approximately 20,000 commercial business enterprises, each of which could have been handled by an investor-owned busi-

"This trend is continuing as evidenced by such proposals as the so-called TVA revenue bond bill, the Columbia Valley Development Corporation bill, the Great Plains Administration bill of the last Congress, the socialized medicine bill, the Federal housing bill and many others."

Further, I think you will be interested in another section of his talk discussing the growth of government-owned or financed power.

"There is no better example of the growth and development of the government in business than the history of government-owned or financed generating capacity which has increased as follows:

1932 7% of the total 1940 14% of the total 1950 20% of the total 1957 25% of the total.

Excepting the above referred-to second sentence, I liked your editorial very much. I have been a continuous reader of your magazine for the past four and one-half years and have enjoyed every is-

Franklyn Dickinson 47 N. Main St.

Akron 8, Ohio

#### concurs on labor story

Your recent article entitled, "What You Should Know About Labor at Shows," certainly holds true for every convention hall in the country. Instruct the exhibitors to let the show manager or

Business is a pleasure



...when
meetings...conferences
...forums are held at

# Historic Williamsburg

Virginia's restored colonial capital offers an ideal setting for top-flight meetings and conference groups in all seasons. The Williamsburg Inn & Lodge are now joined by a great new modern facility, the Williamsburg Motor House, to provide fine accommodations for groups up to 400 persons.

Conference delegates and their families can combine business with an enjoyable holiday in the eighteenth century city. Tours of the famous historic buildings, craft shops, plantations, gardens, the carriage rides, and complete recreational facilities combine to promote full attendance for meetings at...

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Only 2 hours from New York, in the beautiful Catskill Mountains, you'll find a blending of natural beauty and man-made ingenuity... 1000 acres of fabulous resort estate, providing America's most versatile setting for every type of Convention, Sales Meeting, Training Seminar and Incentive-Plan Holiday. In this pleasant country atmosphere you'll enjoy every modern facility for the smooth functioning of your convention; all the advantages of a captive audience, plus an unequalled array of Sports, Social and Entertainment features.

The magnificent Indoor Pool and Health Club is the largest in the resort world!

There's the Championship 18-Hole Golf Course; Tennis on all-weather courts; Private Riding Academy and Bridle Trails; Grossinger Lake for Swimming, Boating, Fishing; Hunting in season; Outdoor Artificial Skating Rink open 7 months of the year; Skiing and Tobogganing in Winter; always Top-drawer Entertainment and Dancing nightly to 2 fine Orchestras.

> The gracious Dining Room seats 1400 guests, to enjoy Grossinger's famed cuisine

There are 25 Meeting Rooms, to seat from 10 to 1600 people...complete with latest ALTEC P. A. equipment, Movie and Slide Projectors and Large Screens, Tape Recording Facilities, etc. Convention Hall seating 1600 has 40' x 20' x 4' Permanent Stage.

Conveniently reached from all directions over 6-lane super highways... and by private plane to JENNIE GROSSINGER AIRPORT.

A total of 25,000 square feet of Exhibit Space . . . 12,500 on this one floor!

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RICHARD B. BRAINE DIRECTOR OF SALES

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Grossinger's ALL SPORTS at ALL SEASONS

ON GROSSINGER LAKE

GROSSINGER, N.Y.

continued

contractor settle any disputes.

In your mention of the all inclusive space sales to the exhibitor, let me enlarge upon the scope of service rendered and just how successful it really was.

All drayage from loading dock to booth, rigging and related teamster services were included as well as display erection and any setting up of equipment or booth decorating. I supervised the entire operation with the aid of some of the most obliging and cooperative stewards and union business agents in Detroit. The show in the article probably refers to the Detroit Marine Dealers Boat Show which took in some 300,000 sq. ft. of area. At the end of the show a poll was taken and exhibitors had only one comment to make. They were completely satisfied.

We also handled what might well be the largest Home Furnishings Show in the country on the small staff basis to handle the petty jobs. This, too, worked out very nicely with a satisfied list of exhibitors.

Being decorators and labor contractors for trade shows and expositions for over 30 years, this method of supplying labor gratis by increased space rental cost was well accepted and we would be happy to enlighten any interested managers on a successful pattern to set up such a show. There are several plans that could be worked out.

Irwin I. Chaitin

National Exposition Service, Inc. Detroit, Mich.

#### wants info on fair insurance

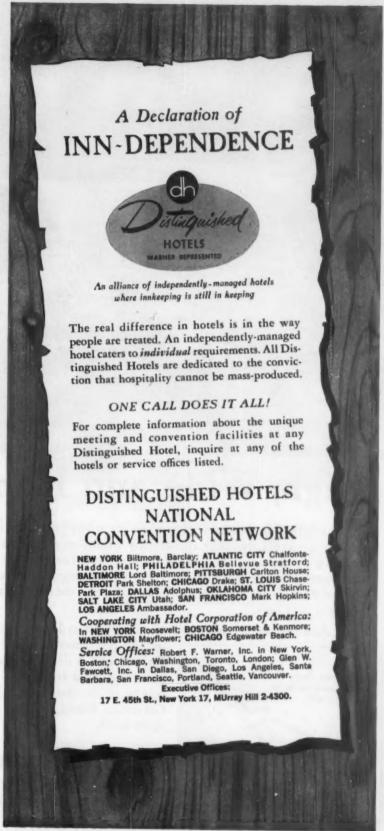
In your May 15 issue, pg. 27, under Meeting, Show News, we noted with interest the article regarding the French Government's offer of trade fair insurance.

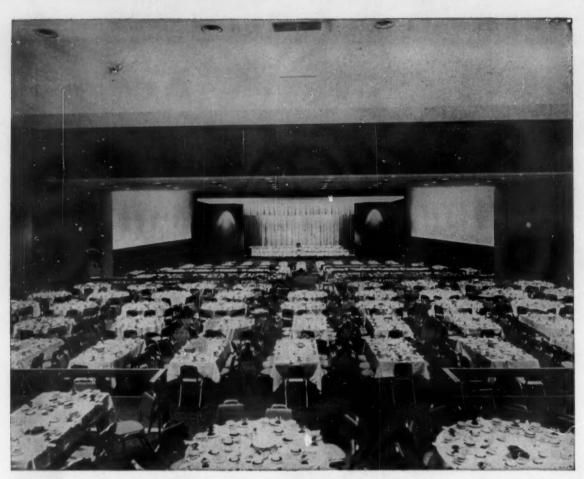
We would very much appreciate receiving any additional information that you may have regarding this matter and, if possible, the name of the man at Compagnie-Francaise d'Assurance pour le Commerce Exterieur to be contacted regarding this offer.

Robert G. Vallee George P. Johnson Co.

Warren, Mich.

JULY 17, 1959





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... that's how your convention will ride when you meet in Galveston's magnificent Moody Center. Large enough for conventions on a grand scale. Facilities for any kind of show or meeting, the ground Exhibit floor boasts a whopping 31,000 square feet. Convention hall (above) seats 3,500 at meetings, 2,000 at banquets. Closed circuit TV, 4,900 square feet dance floor, complete theatrical facilities, auto ramp — you name it, it's here.

And best of all, it's on tropical Galveston Island, facing the beach and flanked



by the Southwest's finest beach resort hotels—the Galvez and Villa and the Buccaneer. Everything necessary for a successful convention—that's fun besides. Write today, Sales Department, P. O. Box 59, Galveston Island, Texas, for detailed brochure and open dates.

### **Moody Convention Center**

At the heart of Galveston's beach, immediately next to the Buccaneer and Galvez hotels. continued

#### help for exhibitors

This is a note to congratulate you on the splendid issue (May 15).

The writer does exhibit at numerous educational and library meetings across the country and feels that this particular issue would be invaluable to many fellow exhibitors. We do have a quasi-trade organization known as the American Library Association Exhibit's Roundtable.

Would there be any possibility of securing at a nominal figure some 100 copies of this May 15th issue of Sales Meetings? I would be very happy to distribute them to our fellow members.

John F. Carroll

Director Library & Education Division Collier's Encyclopedia New York, N. Y.

I have just received your May 15 edition and find many of the articles would be terrific reading material for our exhibitors.

I wonder if it would be possible to obtain about 100 copies for distribution to our member exhibitors. It may help them to prepare their own exhibits for our next show.

Leonard Ennis

Controller National Wholesale Dry Goods Association New York, N. Y.

➤ Unfortunately (or fortunately — depending on how you look at it) demand for May 15 issue has outstripped supply and we can't fill bulk orders.

#### incentive travel

Please send me 30 copies of your March 20 issue of Sales Meetings. The articles I am mainly concerned with are those dealing with incentive travel. If you have reprints of this section available, please advise cost when you send the copies.

Allan C. Gordon

Asst. Advertising Manager Lincoln Engineering Co. St. Louis, Mo.

JULY 17, 1959



### they call the man from

# FORD or BURNHAM VAN

Exhibits and displays must be handled by professionals... experienced in the safe, secure and swift moving of items of unusual value... and who are interested in what they are doing. Handling and loading are done with professional skill... with vans custom designed and equipped for the job. Each driver is dispatched to meet your schedule. It's your privilege... be particular... call the man from Ford or Burnham Van. He's listed in the Yellow Pages.

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# Le Reine Elizabeth The Queen Elizabeth

### THE LATEST WORD IN SERVICE FOR CONVENTIONS!



You and your group are assured of the most efficient attention, gracious service, and the ultimate in function facilities when you hold your convention or sales meeting at The Queen Elizabeth, Canada's newest and finest hotel. Here are 15,000 square

Canada's newest and finest hotel. Here are 15,000 square feet of exhibit space, 23 meeting rooms for up to 3,000 for meetings or 2,000 for banquets . . . and 1,216 spacious guest rooms, each with individually controlled electronic heating and air conditioning. Yours at The Queen Elizabeth are the same impeccable service and superb convention facilities as thousands have enjoyed at The Waldorf-Astoria, Palmer House and other Hilton Hotels in the United States.

Added welcome conveniences are the direct indoor connections to the garage (free to room guests), the Canadian National Railways Station and Montreal Air Terminal. Delegates attending conventions here will thoroughly enjoy their visits to Montreal, where British institutions and French traditions are delightfully blended. Plan now for your next meeting at Montreal's most modern convention hotel.

#### THE QUEEN ELIZABETH

MONTREAL, CANADA (a C.N.R. Hotel)

Donald M. Mumford, General Manager

For information contact The Queen Elizabeth, Montreal, Canada—Telephone University 1-2511, or Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N.Y.—Tel. MUrray Hill 8-2240.

#### a convention in

# FRANCE

#### builds prestige, pleasure ... and profit!

There are many good reasons why American business leaders are selecting France for their next convention or group meeting. Most important is the special enthusiasm, excitement, and lift that spark any meeting in France.

Firestone, Prudential, Arma-Bosch, The Flight Safety Foundation, and the Illinois Road Builders Association are just a few of the leaders who have chosen France this year as their convention site, sales-incentive goal, or employee-vacation headquarters.

France is only a short overnight trip by air . . . a "long weekend" by sea. Steamship lines offer one free passage for every 20 persons in a group; airlines will carry one in fifteen free. Or, you can charter a plane and save up to 40%. Once in France, your convention hall and facilities are FREE. You get SPECIAL GROUP RATES in hotels and restaurants. And no matter which great resort you choose—Cannes on the glamorous Riviera, Deauville on the fashionable Normandy coast, or Evian on lovely Lac Leman—you get V.I.P. treatment every step of the way! You are among the leaders of American business when you have your convention in France. Yves Kob, Director of the Dept. of Sales Programs and Conventions for the F.G.T.O., will work with you and your Travel Agent to set up the most exciting meeting your company has ever had. Get in touch with him soon!



THE FRENCH GOVERNMENT TOURIST OFFICE 610 FIFTH AVENUE • NEW YORK CITY 21, N. Y.



PUERTO RICO . U. S. A.

LATIN AMERICAN or Set on a beautifully garden-landscaped peninsula, The Caribe Hilton offers complete seclusion for conventioneers, plus facilities for all summer sports and other entertainment.

- · 450 air-conditioned rooms
- Meeting capacity: 10 to 500
- · Pool, surf bathing and other sports
- · No passport or currency problems
- 5½ hours from New York, 3½ hours from Miami

AND . . . more of the finest in flexible convention facilities

# CARIBBEA check Hilton first

Today, more and more executives are looking abroad for effective meeting sites. They're looking for fine business meeting facilities where audiences will be attentive; unusual places for off-hours relaxation; luxurious settings for post-convention tours. Where better than the Caribbean or Latin American areas? And where better than in one of these four beautiful Hilton Hotels?

Get the full convention story on any or all of these fine hotels from: Sales Division, Hilton Hotels International, The Waldorf-Astoria, New York 22, N. Y. Telephone MUrray Hill 8-2240









#### habana hilton

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Capacity	Reception Capacity	
600	1800	900
300	700	400
150	300	200
150	300	150
25	40	35
25	40	30
90	150	120
50	75	65
200	250	250
125	200	100
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# FACILITIES ROUNDUP

#### SAN FRANCISCO

New \$25-million Hilton Hotel will be built in downtown San Francisco. Ballroom will have about 20,000 sq. ft. of space in addition to assembly and exhibit areas. It can be divided up to nine smaller rooms. Ballroom will seat 3,000 for meetings and 2,500 for dinner. Nine private dining rooms will be located on the floor directly above the ballroom. Parking facilities will be available on seven of the 15 guest-room floors in the 18-story building. Three-level garage will accommodate an additional 300 cars. Conrad N. Hilton, president, Hilton Hotels Corp., estimates it will take two years to construct and furnish the hotel.

Convention facilities for new Jack Tar Hotel will be concentrated on one floor. Meeting rooms will accommodate from 25 to 1,100. Nine hundred persons can be seated for banquets. Completion date is set for 1960.

#### MINNEAPOLIS

Sheraton Corp. will build a new \$8-million, 400-room luxury hotel in Gateway Center. Twenty-one story hotel will be a tall, square tower with all outside guest rooms. It will feature a ballroom, which will accommodate 600 persons, specialty restaurant, lounge, retail shopping centers and an outdoor skating rink. Multi-deck area for 600 cars will be adjacent to hotel.

#### OAKLAND, CAL.

Sheraton Corp. of America will build a \$6-million, eight-story hotel here. It will have 250 to 300 rooms with banquet facilities for 500.

New \$8-million, 400-room motel will be built by Del Webb, and J. M. Long. Hotel will include swimming pool and two garden courts.

#### HOUSTON

New five-story, \$3-million addition to Rice hotel was opened recently. Addition includes a grand ballroom which doubles the Rice's convention and exhibit area. By combining it with the Crystal Ball-



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#### FACILITIES ROUNDUP

#### continued

room, the two will accommodate 4,000 persons. Ballroom, constructed without a pillar, has 2,500 sq. ft. of space.

#### ANAHEIM, CAL.

Recent dedication of a new addition to Disneyland Hotel marks the first step in a million-dollar expansion and development program. Next step will be construction of additional dining and meeting room facilities.

#### DENVER

New 22-story addition to Brown Palace gives the hotel 300 more rooms increasing total capacity to 600 rooms. Grand ballroom seats 800 at meetings and 600 for dinner. Completely equipped stage has push-button controls that can raise it to a three-foot height during performances. Opposite the stage is a mezzanine large enough to seat an orchestra. Soundproof divider can convert the ballroom into two separate meeting rooms.

#### ORLANDO, FLA.

New 130-room Round Town Motel is expected to be complete within the year. Dining room will seat 250 persons and main convention meeting room will accommodate 900 persons.

#### DAYTONA BEACH, FLA.

Preliminary plans for a \$6-million hotel on the ocean at Ortona Park have been approved, say informed sources. Irving Kipnis and Harry Levin, Miami and New York City, will build the 300-room structure. Hotel will include a convention hall with a seating capacity of 600, three swimming pools, coffee shop, dining room and cocktail lounge.

#### SAN ANTONIO

Newest addition to city's convention facilities is 1,500-seat Villita Assembly Building. It can seat 1,200 for banquets. With circular construction, there are no poles or obstructions. Facilities include complete light and sound system, air-conditioning, meeting and dressing rooms, entire basement are for displays, and facilities for food handling.

#### PHILADELPHIA

New \$3.5-million, nine-story, 210-room motor hotel will be built on City Line Ave. and Presidential Blvd., Lower Merian, across the street from Philadelphia. It will be built in the form of a concrete and glass cylinder, 500 ft. in circumference. Banquet hall, which will accommodate 500 for dinner, will be convertible to a theater-type meeting room with stage and motion-picture projection equipment. Three small meeting rooms will also be available. Parking lot for more than 500 cars will adjoin hotel. Completion date is slated for early 1960.

New 350-room resort-type Marriott motor hotel will be built on a 10-acre tract on City Line Ave., one block from the Schuylkill Expressway, reveals J. Willard Marriott, president, Hot Shoppes, Inc. It will have a 300-seat restaurant, specialty restaurant, cocktail lounge and banquet and convention facilities for groups up to 500.

#### WASHINGTON, D. C.

Groundbreaking ceremonies took place recently for the new ball-room at Sheraton-Park hotel. It will accommodate up to 1,000 for banquets and 1,200 for meetings. It can be divided into three smaller rooms accommodating 500, 300 and 200. Entrance to the ballroom will be reached by twin staircases leading from a large reception area on the lobby floor. Four levels of parking space for 300 automobiles will be available below the ball-room.

#### HARRISON HOT SPRINGS, B. C.

In a bid for convention business, Harrison Hot Springs Hotel has embarked on a \$500,000 building program. Three convention rooms will hold 500, 100 and 75 for meetings. Up to 670 persons can be seated for dinner. Revamping, which will take about a year to complete, will be done in stages so it will not interfere with regular hotel operation.

#### NIAGARA FALLS

Completion date for the \$300,-000 grand ballroom addition to the Sheraton-Brock hotel is slated for October. Three-story masonry and glass addition with a floor-to-ceiling glass wall will be elevated on piers over part of the present park-



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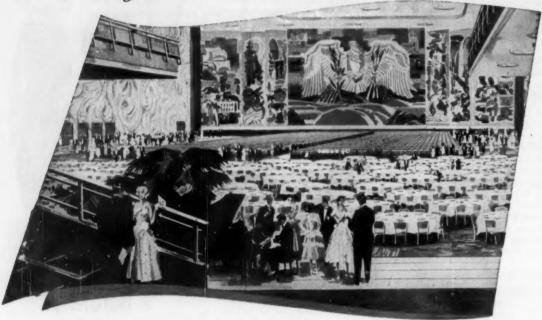
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Between meetings, your members can enjoy all the relaxing pleasures of a resort hotel. The Sheraton-Park's 16 landscaped acres include an outdoor swimming pool, four tennis courts and a private train to take your guests around the grounds. All 1,200 rooms are air conditioned and have radio and TV. Three fine restaurants offer excellent dining at reasonable prices . . . there are also two delightful cocktail lounges for meeting and entertaining your associates. And you and your members are only ten minutes from the heart of the nation's Capital, in downtown Washington.

The Sheraton-Park has years of experience in producing successful conventions. You can count on efficient service and excellent facilities!



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#### **FACILITIES ROUNDUP**

#### continued

ing lot so it will not interfere with existing hotel facilities. It will accommodate about 1,000 persons.

#### PACIFIC PALISADES, CAL.

New \$1-million remodeling and addition program for Santa Ynez Inn has been announced by managing owners Ed Donkin and Tad Henderson. Addition will give Inn new guest rooms, a second pool, new dining room, cocktail lounge plus additional private dining and meeting rooms. New parking area will provide space for approximately 200 automobiles.

#### HAMILTON, BERMUDA

Reconstruction of Bermudiana Hotel, which was destroyed by fire last September, is expected to be complete by March, 1960. Structure will consist of 225 rooms to accommodate 460 guests, say hotel officials. Project will cost about \$4.5-million.

#### ROCHESTER, N. Y.

Manger Hotels have completed the \$1-million renovation of the Seneca Hotel. Chain bought hotel with the idea of modernizing it to attract conventions and commercial visitors. Hotel now has 12 function rooms. Ballroom seats 1,000.

#### ROME, ITALY

New \$6-million, 400-room Hilton Hotel will be built on Monte Mario across the Tiber from main part of the city. Completely airconditioned unit will include large function rooms and public areas to accommodate group meeting and social functions. Swimming pool, tennis courts and other recreational facilities will be available. The Societe Generale Immobiliare will build and equip hotel which Hilton Hotels International will operate and manage.

#### PHOENIX

Hotel Corp. of America will operate a \$3.5-million, 308-room motor hotel as one of its Charterhouse Motor Hotels. Construction is expected to begin in the fall with the completion date slated for late spring, 1960. Features of the hotel include function and meeting rooms, swimming pool, coffee shop, cocktail lounge and bar, and a specialty restaurant.



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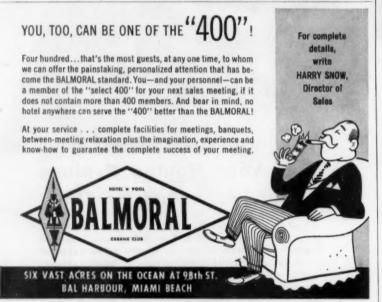
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## President

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A regional trade show program that will extend into 1961 has been announced by Material Handling Institute, Inc. Institute will own, sponsor and produce at least four and not more than six industrial material handling equipment shows in 1960 and 1961.

CIBA, drug, dye and plastics concern, announces that it has entered the closed-circuit TV field through formation of a wholly-owned subsidiary, Eidophor, Inc. New company is named for Eidophor TV projector developed in Switzerland and brought to U.S. by CIBA last year. Company has ordered 40 Eidophor black-and-white projectors and related equipment. It has on hand two color projectors. Roderic L. O'Connor was named president. Ediphor will concentrate on closed-circuit shows of business meetings.

National Housewares Exhibit this month will accommodate a record 715 exhibitors in Atlantic City's Convention Hall. Total of 660 exhibitors displayed products in the last July show.

Four thousand items that make up "Supermarket U.S.A." were assembled in Barcelona, Spain, for United States Exhibit at the 27th International Samples Fair. Spanish housewives were able to see how food shopping is simplified by a one-stop, self-service market.

Summer & Casual Furniture Manufacturers Assn. has been organized as a division of National Association of Furniture Manufacturers. Tentative dates for showing of casual and summer goods in Chicago are Oct. 19-23. In New York City they are tentatively set for Nov. 2-6.

Ford Thunderbird will be displayed on specially designed turntable at American National Exhibition in Sokolniki Park, Moscow. Steel fabric arch over the turntable spans 28 ft. and rises to a height of 13 ft., nine inches. Console houses controls for turntable, lights and public address system. It was designed and built by Ivel Construction Co., New York. Complete line of Ford, Mercury and Lincoln cars will be displayed separately.

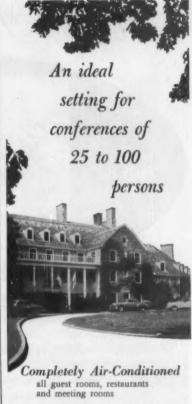
Fortune Films and First National City Bank of New York have combined resources to turn out "The Big Change in World Markets," a motion picture for business executives. Picture depicts the world-wide economic boom now underway. It's based on editorial material from Fortune Magazine. It's available for everything from showings to boards of directors to sales meetings.

Establishment of a special commission to study to possibility of organizing an international trade fair in Paris has been announced. It would be in the class with the Brussels International Exposition of 1958.

More than two acres of exhibit space for Business Equipment Exposition was sold during a three-day offering period four months in advance. It will be held at National Guard Armory, Washington, D. C., Sept. 23-25. Washington exposition will be first in a series to be held each year in several cities throughout U. S.

Joseph P. Brosnan has been appointed director of sales, Intercontinental Hotels Corp. At the same time, creation of a New York district sales office was announced. It will be headed by Walter Root, former sales director.

General Motors Corp. has renewed the lease on its exhibit at the Steel Pier, Atlantic City, for six years. Present exhibit, which occupies more than 15,000 sq. ft., opened in 1947. Since then more than 24 million people have visited it.



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### MEETING, SHOW NEWS

continued

New instruction sheet has been developed by Exhibit Producers and Designers Assn. to insure better service for exhibiting companies. Need for uniform check list grows out of shipping and erection of exhibits in distant places on short notice. Here is how system works: EPDA member who builds exhibit contacts EPDA member in distant city who is to set up exhibit for show. Along with exhibit he sends new uniform check list and keeps copy. This instruction sheet covers every conceivable contingency (how parts are packed, where they go, etc.). With creation of uniform check list, no detail need be missing to plague erection crews. Over 100 EPDA members will be using new communication system.

Convention of International Association of Auditorium Managers will be held July 29 - Aug. 1 in Atlanta Municipal Auditorium. It was originally scheduled for a different location.

Two competitive U. S. food companies will combine efforts this summer to give Soviet homemakers a look at how quickly and easily U. S. homemakers prepare a wide variety of convenience food products. At request of U. S. Government, General Foods and General Mills will undertake the assignment at the six-week American National Exhibition in Moscow. An assortment of more than 110 different food items totaling about 17,500 packages will be on exhibit.

Third Western Air Conditioning, Heating, Ventilating and Refrigeration Exhibit and Conference will be held April 27-30 in Shrine Exposition Hall, Los Angeles. Next to the national event, it will be the largest display of its kind in 1960, reveals William P. Tennity, president, Western Air Conditioning Industries Assn.

Eight-volume official history of Brussels Universal and International Exhibition of 1958 is to be published. "The Exhibition Survey" will provide detailed information on organization of the exhibition, messages and congresses, participation, architecture, gardens and lighting effects, an atlas of plans, arts and sciences and a summary.

New legislation permits free import under bond of articles for exhibition at fairs in the United States. Act, Public Law 86-14 or Trade Fair Act of 1959, was signed in April by the President. Before, Congress had to enact separate laws for free import for each fair and exhibition. It is now up to the Secretary of Commerce to approve applications for free import. He must be satisfied that the public interest will be served by promoting trade. Operator of any fair designated by the Secretary of Commerce becomes sole consignee and importer of all articles entered for exhibit at the fair under the act.

After nearly 20 years, Detroit will be host to the American Society of Tool Engineers Tool Show and Convention, April 21-28, 1960. It will be held at the Detroit Artillery Armory. Biennial event, last staged in Philadelphia, is expected to attract 35,000 engineers and executives.

Production Engineering Show, last held in 1955 concurrently with the Machine Tool Exposition, is scheduled for Sept. 6-16, 1960, at the Navy Pier, Chicago. Machine Tool Exposition, sponsored by the National Machine Tool Builders Assn., will be held at the International Amphitheatre on the same dates. More than 125,000 production executives from every country are expected to attend. A single registration admits visitors to both events. Clapp & Poliak, Inc., will manage both shows.



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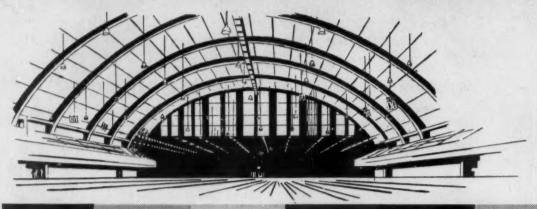
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#### AS THE EDITORS SEE IT

### Fast Look at Soviet Exhibit

Russians have learned something about exhibits since last summer. Current Soviet Exhibition in New York City's Coliseum is better than its effort at Brussels. However, Russians still have much to learn about exhibit technique.

This is not to say that its exhibit here is unsuccessful. Russians, we are sure, will consider their first exhibit here since New York World's Fair a resounding success. Reason? Soviet will accomplish its aim.

Just as it did in Brussels, Russia wants to impress us with its technical and scientific achievements. Its current exhibit should do it. Having seen nothing of Russian manufacture, Americans can't help but be impressed by television sets that seem to operate as well as ours; airport radar system that — to the layman, at least — appears to be efficient; medical advances comparable to ours.

Russia's heavy hand seems to have lightened a little since Brussels, but it's still in evidence. Whether it's a concession to American sophistication or improved exhibit technique is a moot point.

It's no trick at all for an exhibit specialist to walk through the Coliseum and pick the Russian exhibit apart. But the average American visitor is no exhibit expert. The layman will be impressed by what he sees of Russian manufacture.

Those of us who saw the Russian pavilion in Brussels will recognize some of the exhibits in the Coliseum – but not too much. Russians have created new exhibits for most of their show here.

Most conspicuous Soviet advancement—exhibwise—is in model making. There are models of everything from Moscow subways and sports arenas to airports and factories. With most models there are earphones to explain operations or provide statistics. Loop films in console cabinets are visible throughout the Russian show. Most of them have sound tracks. Rear projection machines, as all equipment used at this exhibition, are of Soviet manufacture.

Some display material was fabricated in New York City (from Russian designs). Konstantin I. Rozhdestvensky is the top Russian exhibit designer who was on hand at the Coliseum to view his creations.

The Displayers, Inc., and Ivel Construction Corp. were American firms that built some of the Russian exhibits and set up the more than 10,000 items on display.

One of the biggest tasks was simply to unpack Russian equipment. Cases were of mammouth proportions – some up to 50 ft. long and over 25 tons.

Even at \$1 admission for adults and 50c for children, Russians may not get back enough money to equal the cost of crating materials, uncrating and recrating after the show. (It's interesting to note that we have to pay \$1 to visit Russia's exhibit while Russians will pay just one ruble - 10c at tourist rate of exchange - to see American National Exhibition in Moscow.)

Soviet exhibit personnel is made up of technical people and translators. Technical people have difficulty with English and translators have difficulty with technical questions. With patience, a visitor can get information via a three-man conclave. (Maybe we asked the wrong questions, but answers we got were meager and not always satisfactory.)

Just as those who have been to Russia say it is worth seeing for an American, it is worth seeing the Soviet Exhibition in New York City. Technicians will learn something by seeing where Russians place emphasis (function not appearance). Your talking to Russian personnel is enlightening as you attempt to fathom how a Russian thinks.

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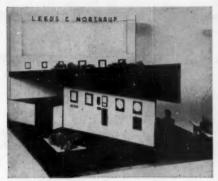
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WORLD'S MOST EXPERIENCED AIRLINE

FIRST ON THE ATLANTIC . FIRST ON THE PACIFIC . FIRST IN LATIN AMERICA . FIRST 'ROUND THE WORLD



SCALE MODEL (left) proves to be exact replica of actual exhibit (right). Once model is made up, no construction detail can be changed.



## Want Exhibit Results?...Schedule 'Em!

Week after Leeds & Northrup leaves an industrial show, it starts to plan for next year. Charts every facet of exhibit plans and operations. Because the show is the one place it can demonstrate its products, it gives shows high priority.

By ADE R. FLOREEN
Head, Sales Promotion Section, Leeds & Northrup Co.

IT'S VIRTUALLY IMPOSSIBLE to put our equipment in the hands of salesmen to demonstrate to customers. We make recording and control devices, large automation systems, data handling equipment and com-

We have come to use the trade and industrial show as an area market place to demonstrate the worth of our goods. We reason that if the trade show is the one place where we can get the greatest number of customers together to see what we have to offer, we must make every possible use of its effectiveness.

Only way we can get results we want is to adhere rigidly to a sched-

ule. This schedule is divided into four areas (planning, routine procedure, auxiliary advertising, exhibits) and covers a full year's operation.

It is standard operating procedure to start plans for next year's exhibit one week after a current show closes. We make a detailed market analysis. We carefully study exhibit management's attendance data and we correlate it with our own results. Based on this information, we make recommendations as to the type of exhibit, amount of space required and approach we should use next year.

At this time we bring in all divisions of our organization – from advertising, sales and market development through research and engineering. We plan what we are going to show, how it is going to be shown and why it should be shown. As soon as this information is available, orders go out to the factory to start to build the equipment. If, as is more often the case, we plan to exhibit something new, our engineering department is apprised of our deadlines so that it can get the prototype equipment ready in time.

As soon as initial planning and development work has been done, we are ready to throw the rest of the program into high gear. If the exhibit is to be held in a hall that we have not been in before, we either make a

personal check on the facilities ourselves or have one of the men from the district office submit a report on the area. We have learned from sad experience that all is not as rosv as it usually appears on the exhibit manager's floor plan.

During this time we develop detailed plans of the exhibit background. We also work closely with Engineering Department and Market Development Department to decide how various items should be demonstrated. This usually results in a

scale model of the exhibit. Once the scale model is completed and working drawings are made, no deviation from the original plan is allowed. We feel about this much as an architect does after he has designed a house only to have the client come in as

#### Here's What Goes into L& N Schedule:

#### ONE YEAR

#### Planning:

- 1. Make market analysis
- 2. Get show audit bureau report
- Make personal show audit
- 4. Market specialist audit
- 5. Correlate audits and draft report

#### NINE MONTHS

#### Planning:

- 1. Submit report and recommend shows to Control Committee
- Write report, make layout and model of what we intend to show, after completing conference with men in item 3 (below) under "routine procedure"

#### Routine Procedure:

- 1. After company approval, send request for space to show management
- 2. Send deposit for space and contract
- 3. Confer with Market Development, manager and market specialists on Item 1 (below) under "Exhibits"
  4. Have district office check on
- exhibit hall facilities

#### Exhibits:

1. Start planning exhibit, equipment, layout, design

#### SIX MONTHS

#### Planning:

- 1. Submit report, plan and lay-
- out for approval Start auxiliary campaign to place our equipment in other booths; write letter offering equipment to all exhibitors

#### Routine Procedure:

- 1. Order equipment to be shown
- Check with sales manager on manning force
- Make hotel reservations for manning force

#### **Auxiliary Advertising**

1. Advise copywriters for need of show folder, letter of thanks, invitations, press releases

#### Exhibits:

- 1. Draft working drawings
- Continuous check with Market Development and Engineering on applications of equipment and demonstration

#### **FIVE MONTHS**

#### Planning:

1. Have district salesmen make personal call offering equipment to exhibitors

#### Routine Procedure:

- 1. Order exhibit supplies
- 2. Check on equipment ordered

#### Auxiliary Advertising:

- 1. Approve copy for show fold-
- 2. Send to Art Dept. for design and layout
- Check copy for letter of invitation

#### Exhibits:

- 1. Go over working drawings with exhibit foreman
- 2. Start building exhibit
- Conferences with Engineering on demonstration

#### **FOUR MONTHS**

#### Planning:

1. Auxiliary campaign to place our consignment orders for equipment

#### Routine Procedure:

- 1. Contact transportation company (moving of show)
- Check on equipment ordered Send in all forms required
- by show management
- 4. Send requisitions for painters, electricians, carpenters

#### Auxiliary Advertising:

- 1. Approve show folder, layout, give to Production
- Approve letter of invitation
- 3. Check letter of thanks
- Check press releases

#### Exhibits:

- 1. Send art work on exhibit out for processing
- Continue building exhibit
- Work on demonstrations
- 4. Work on models

#### THREE MONTHS

#### Routine Procedure:

- 1. Check on equipment ordered
- Start installing
- Make out manning force schedule
- Advise men selected they will be running show

#### Auxiliary Advertising:

- 1. Send out first sales office information file to all our personnel
- Send for tickets to show for invitations
- 3. Poke agency for local publicity

construction proceeds and ask for additional bathrooms, closets or larger play areas. (Then the client wonders why the bill is so much higher than the original estimate.)

While this goes on we are also engaged in another phase of the operation. It is to get our equipment into other exhibitors' booths. This we find to be an effective way to demonstrate how our product can be used to save our customers money. In this program we not only offer to lend exhibitors our equipment, but also

offer to install it, service it, and help them integrate it into working demonstrations of their products.

We have a "set" pattern to make this program available to other exhibitors. Series of letters is sent out, (continued on page 145)

#### Exhibits:

- 1. Start installing first piece of equipment on arrival
- 2. Continue building
- 3. Work on demonstration

#### TWO MONTHS

#### Routine Procedure:

- 1. Send out information to manning force on demonstra-
- Send list of manning force to show management for advance registration
- 3. Send list to hotels

#### Auxiliary Advertising:

1. Send letter to all people advising them of delivery of their consignment orders

#### Exhibits:

- 1. Wire exhibit
- 2. Finish demonstration

#### **FOUR WEEKS**

#### Routine Procedure:

- 1. Make out hotel room chart
- Insure exhibit
- 3. Start salesmen's handbooks

#### Auxiliary Advertising:

1. Mail letters of invitation and enclose tickets

#### Exhibits:

1. Start painting exhibit

#### THREE WEEKS

#### Routine Procedure:

- 1. Work on salesmen's handbooks; include timetable, handy schedule for men, descriptions
- 2. Finish handbook

#### Auxiliary Advertising:

1. Send out invitations for preview showing

#### Exhibits:

1. Finish exhibit; have it in complete operation

#### TWO WEEKS

#### Routine Procedure:

1. Send out Handbook to manning force

#### Auxiliary Advertising:

- 1. Get giveaway folder
- 2. Get registration forms in

#### Exhibits:

1. Pack exhibit and ship; include furniture, rubber tile, ash trays, miscellaneous equipment, cleaning equip-ment, tools, literature, catalogs

#### ONE WEEK

#### Routine Procedure:

- 1. Check with hotels on all registrations
- Pre-register all of manning force
- Pre-register manning force at exhibit
- Tell salesmen in what hotel and room they are registered
- Reserve meeting and banquet room

#### Auxiliary Advertising:

- 1. Send out final sales office information file
- Advise manning force of time and place of first meet-

#### Exhibits:

- 1. Set up exhibit at hall
- Deliver consignment orders Make arrangements for our
- service men to be available for other exhibits

#### SHOWTIME

#### Routine Procedure:

- 1. Breakfast meeting and briefing session
- 2. Open show
- 3. Check on all details: cleaning booth, ash trays, miscellaneous materials

#### Auxiliary Advertising:

- 1. Send registrations back to main plant each night for immediate processing
- 2. Take count of each day's registrations

#### Exhibits:

1. Make survey of entire show

#### ONE WEEK AFTER

#### Routine Procedure:

- Bring exhibit back to plant
   Check hotels for bills, etc.
- 3. Check all service charges

#### Auxiliary Advertising:

1. Send out letter of thanks to all who registered at show

#### Exhibits:

1. Break up exhibit into smaller demonstrator units for field offices

#### ONE MONTH AFTER

#### Routine Procedure:

- 1. Get all consignment equipment returned
- Send out sales office information file on show report with all statistics

#### Auxiliary Advertising:

- 1. Send out folder on what we exhibited to all who got letter of invitation
- Close out show folder and



KNIGHTS, mounted on speedy chargers, greet the salesmen as they arrive at the farm site.

## Hickok Takes the Extra Steps

Excitement about new line and marketing plans is not enough. Meeting has to give men opportunity to test new ideas. Hickok used role-play technique. Meeting props were same men can use when they set up display rooms. They practiced setups, too.

OLD FARMER looked across the green rolling pasture and watched

men romping around with little feathered hats and carrying small plastic shields. A couple were on horses decked out like some knights of old.

SALESMEN PRACTICE sales approach for role-play session.



ROLE-PLAYER tries to "sell" William D. Brandt, vp sales (left).





KING ARTHUR himself would have felt right at home with this group.



THREE COURT PAGES blow a fanfare with long, straight trumpets.

The farmer spat a well-aimed quid of tobacco juice over his fence and smirked, "Kid stuff. Imagine grown men foolin' around like that!"

What the old gent didn't know was that this "kid stuff" was tied to a big bundle of cash. It was all part of a sales meeting to launch a million-dollar advertising program for a new line of men's fashion accessories produced by Hickok Mfg. Co., Inc.

Hickok hadn't had a national sales meeting for several years. Regional meeting plans seemed to grow and grow. But this year, in May, things had to be different. Hickok was shooting high. Goal: to revolutionize men's accessories departments in stores across the country and to get a still bigger share of market.

As William D. Brandt, vice-president for sales, tells it: "We spent about 500 man-hours to imagineer our new concept and work out details." The concept? A completely new line of men's fashion accessories as an addition to standard lines. New line, however, would have a "family" resemblance and would have dramatic possibilities for promotion. It was fashioned after the knights of old, "inspired by King Arthur's Age of Splendor."

Now, many companies introduce new lines and stage sales meetings to reveal new plans. But, with Hickok, it took a few extra steps that are often overlooked in the enthusiasm that rushes new ideas along. It not only planned to excite its salesmen, it devised procedures to insure that salesmen knew how to handle the new promotion and had practice – before seeing customers.

When salesmen arrived in Rochester, N. Y., home-office city of Hickok, there wasn't much different from past national meeting openings. Exception: in their mail boxes at Manger Hotel were handsomely printed scrolls. Words on the scrolls made no sense. It certainly wasn't in English. This was a teaser — a build-up to the new line of "Hickok Heraldics."

Meeting opened on a Friday. New line for student's and another line of boy's accessories were introduced. Champ line (for boys) is being promoted via a record with statements from sports champions. These lines plus licensing programs were discussed in day-long sessions (9 a.m. to 9 p.m.). End of first day, nothing startlingly new.

Things were different on Saturday. Salesmen were awakened at 7 a.m. by a telephone call. Feminine English voice cooed: "Lady Guinivere awakens thee with a call. Arise m'lord from thy dead slumber. Descend from thy tower and break thy fast with the king and his knights of the round table."

These voices that befuddled the drowsing salesmen from their sleep were Hickok employes. Several of them are from England and were recruited for the calling chore.

"Pomp and Circumstance" blared through the meeting room when salesmen assembled. "They complained

NEW LINE of accessories styled in Old English motif are displayed for salesmen.



that they couldn't talk above the music," Brandt says. "But that's just what we wanted. We wanted them to just sit and wonder what was com-

ing next."

Men were assigned seats – by regions. They were assigned seats as individuals, too. Aim was to put experienced men beside new members of the sales staff. (Same system was used to assign hotel rooms. Men wanted to bunk with old buddies, but they were assigned to aid each other. Talkative men with quiet ones; old hands with neophytes; enthusiasts with passive types.)

When big session was ready to get underway, lights went down and music went up (even louder); then silence. In the dark, a professional announcer (in voice-of-doom pronouncements) told of the research that led up to the new line.

Twenty-seven spotlights lined one wall to reveal the whole line at the

proper moment.

Suddenly, into the room marched three trumpeters (right out of the pages of King Arthur and his Round Table). They raised their long, straight trumpets to their lips and a long fanfare filled the room.

Trumpeters were pretty girls (employes) dressed as court pages. Fanfare came from behind the curtain, blown by three high school boys whose music teacher researched a music library to come up with the authentic fanfare from the time of knights and ladies in Merry Ol' England.

In came King Arthur himself and six knights. (These parts were chosen



PRESIDENT'S SON, eight-year-old Raymond T. Hickok, Jr., was keynote speaker.

"scientifically." Costumes were ordered and whichever executives fitted them wore them. They came from a costumer in New York City; were ordered large so that they could be taken in if necessary.)

Actual presentation lasted but 20 minutes. It was all to set the mood for the new line of accessories styled with an Old English motif. It was all to create drama for a promotion that will succeed on the basis of how dramatically it can be presented to store buyers.

Color slides showed each item of the line and actual items were later shown. Panels were turned away from the wall, spotlights turned on and a dazzling array of new items was exhibited. They were displayed with point-of-purchase material that will be available for stores that take on the line.

Later, salesmen met in small groups to go over items with merchandise managers. Then they met by regions. And here Hickok inserted the extra ingredient that is important to meeting results.

In regional sessions, salesmen were assigned three problems. They had to develop approaches to sell the new Heraldies to three different types of buyers. They worked as teams. Each region had to create three good presentations and select a man to make each the next day.

Next day, Bill Brandt became a buyer in role plays to test presentations from each region. Numbers were pulled out of a hat, and region number called had to send its representative up to "sell" Brandt.

This was an ideal situation. Brandt threw every conceivable objection at his men — short of demoralizing them. In this way he could sharpen their approaches and appeals. He could emphasize important points by how he reacted as a buyer.

Twelve role-play situations were staged. Originally, the region that did best was to receive a cash award. However, because role-play preparation and staging was handled so well, \$10 was given to each man.

To give salesmen some idea of the advertising push behind "Age of Splendor" merchandise, a kinescope recording of an interview between Brant and Dave Garroway was put on the screen. Garroway's show is to carry commercials for Hickok. Hickok's agency, Kastor, Hilton,



ALAN HICKOK, executive vp and general manager, speaks to group in cafeteria.

Chesley, Clifford & Atherton, Inc., made a presentation on advertising plans.

Bit unusual for any sales meeting was Hickok's keynote speaker, an eight-year-old. Raymond T. Hickok, Jr., President Ray Hickok's son, regaled assembled salesmen with the history and importance of Hickok Mfg. Co. in its field.

(President Hickok reveals how this keynote came about. Young Ray's third-grade teacher had her pupils write talks on "What My Father Does." Young Ray worked on his talk for months, and so when it was suggested he might give his talk at the sales meeting, it was no chore at all—he knew it cold. For his efforts, he was given a handsome certificate and a \$25 check.)

Plant tour was included in the meeting program. For it, salesmen were told to wear casual clothes. Police-escorted buses picked up the group at the Manger Hotel and drove them to the plant. In small groups they toured the plant to see quality controls and modern processing techniques. Alan Hickok, executive vice-president and general manager, spoke to the entire group in the plant cafeteria.

As soon as he finished his talk, and while the men were still visiting the plant, he and his brother Ray rushed out to the farm site where festivities—a la Merry Ol' England—were to take place. They donned suits of armour and mounted trusty chargers. (Trappings for horse were homemade.) Other executives rushed on ahead, too, to get into their costumes.

When salesmen arrived in the "green bowl" after a short bus drive, they were met by mounted knights (Ray and Alan Hickok) as well as Ladies of the Court (four hired models), court pages (employes), King Arthur (Gerald L. Deuel, general merchandise manager), and knights on foot (company executives).

In keeping with the occasion, a huge round table was set up for the feast. Built as a huge wooden wheel by the plant's maintenance shop, the table seated all 115 salesmen and executives. On the table before each man was a small Robin Hood-type hat, plastic shield (with salesman's name inscribed on it), sword, tin plate and mug. Company artist lettered the shields at home (couple of nights'—not knights'—work).

Each salesman was dubbed knight of King Arthur's court in special ceremony on the green and each received a scroll attesting to his knighthood. Feast included a mug of beer, cold chicken legs and potato chips. New

#### Old English "Westerns"

Heraldic theme should succeed for the same reasons Westerns have taken hold, according to Hickok management.

Both knights and cowboys responded to the same stimuli and with the same predictable reactions. They didn't shoot first. They never killed except to protect themselves or the innocent. They upheld established law. They were fearless. They loved their horses. And they always got the girls—with little or no effort.

If cowboys are popular, knights could be, too. And Hickok is betting a million on it. That's how much is behind promotion to sell men's accessories styled in the heraldic theme of King Arthur's "Age of Spendor."

knights were served by 10 serfs (district managers led by Sales Manager Brandt).

Indeed there was traditional entertainment. From the Eastern School of Music, 22 tumblers and dancers including flame dancers — performed to the accompaniment of lute-playing musicians. King Arthur himself would have felt at home.

Of course, all new knights had to enter competition. There was jousting bouts (salesmen stood on barrels and tried to knock each other off with long poles topped by padding) and archery contests. Pennants and banners fluttered in the mild breeze with an ideal and cooperative temperature — 63 degrees.

Final day of the meeting, salesmen learned how to use display material to set up sample rooms in their territories. They practiced setups and got tips on how to dramatize their new line. Ballroom of the hotel was arranged as a store to show how Hickok Heraldics could be merchandised.

Salesmen went home from Rochester excited about their new line — and as important — with practice on how to introduce it to customers. It is not an easy task they have. They must induce stores to buy an average of \$10,000 worth of men's accessories in addition to what they already carry. Also, salesmen have to convince stores that it will pay to revamp physical set up in the men's department to give it a knights-of-old "flavor."

Part of the program to help salesmen in the field is the three-part mailing from Camelford, England. (It's as close as they could get to Camelot in name.) Hickok had one of its licensees in England make mailings of scrolls. First scroll was unintelligible, just a teaser. Second one, mailed two days

later from England, spoke of the rebirth of the "glamour and magnificence of this classic source of inspiration, the King Arthur Age of Splendor." Neither first nor second scrolls mentioned Hickok. Third scroll did.

All customers and prospects were on the mailing list to receive scrolls from England. Mailings were timed so first would reach salesmen at their meeting. In addition to scrolls, salesmen have special advance mailings to send to customers to announce when they are to visit and show new line. All pieces were designed with the King Arthur motifs—shields and coats of arms.

Brandt reveals some of the "secrets" of success with his meetings. "We use professional lighting people, professionals for hi-fi recording and professionals for slides. To simplify transportation arrangements for salesmen, we give a list of all salesmen to American Airlines and have its local offices contact salesmen and make reservations. This insures that all men are on the best flights to arrive comfortably without having to make any special effort." It simplifies expense bookkeeping for Hickok, too.

Brandt follows up meetings to remind salesmen what they have learned. Role-play sessions were taped during the meeting. Tapes were reviewed carefully and best material was transcribed and mailed to salesmen.

While exact cost figures were not available, expenses for this Hickok meeting were modest. For instance, added drama – costumes, spotlights, outdoor picnic, hats, swords and shields, models – came to about \$500. Little enough when it supplies the added spark to ignite a million-dollar promotion this fall.



DETECT-A-SALE technique shows salesman how to link prospect's statements to sales opportunities.

## 10 Training Techniques That Work

No one sales meeting will produce good salesmen, but when a series of sessions are good, expect results. Here's how a bank has made salesmen of its personnel and increased sales 50% a year.

WHEN YOU LOOK for a good example of a vigorous sales training program, you might expect to end up any place except at a bank. But there is at least one bank that could teach industry how to train salesmen — how to stage short, productive meetings.

Wachovia Bank and Trust Co., Winston-Salem, N. C., has had a 50% increase in sales each year during the four years its sales training program

has been in operation.

Bank's philosophy is based on the idea that no one sales meeting will produce good salesmen. "You have to have a series of meetings to develop a continuous selling atmosphere," declares James Newbury, assistant vice-president.

Wachovia feels successful sales training meetings have three parts pre-planning, the meeting itself, and

the follow-up.

First part is pre-planning with the salesmen who will attend the meeting. Many sales training meetings fail, Newbury says, because the first mental contact the salesman has with

the subject is when he enters the meeting room. Newbury feels it takes a planned warm-up period—"mind conditioning" and "thinking seriously about selling"—before the meeting. Hastily circulated bulletin to announce it or a sales manager who dashes into the room 30 seconds before it starts and dashes out 30 seconds after it's over will not do the job.

Wachovia's pre-planning starts one or two days before the meeting. Company officials visit each salesman and visits continue up until one hour before the meeting. Discussion follows a similar pattern. Salesmen are told about the approaching meeting - not the whole story but enough to whet interest. They discuss selling services in general and the salesman's selling in particular. They discuss problems and solutions. They discover what sales techniques or new successful twists to basic selling techniques the salesman has developed. They encourage each to offer ideas.

In some cities a large number of salesmen must be contacted in a short time, Newbury says. "Here we only talk to each one two or three minutes. In other cities a smaller number of salesmen are involved. Then we can talk to each one 15 or 30 minutes. Discussion time, as long as it isn't a superficial "hello" or "how are your sales going" approach, isn't too important. Important fact is that the bank takes time to pre-plan with salesmen.

"Sales training, just as much as selling, is a person-to-person business. Pre-planning creates more interest in sales training material, more attentiveness at the meeting and more active participation. It creates a responsive sales attitude."

Next comes the meeting itself. Here are the techniques Wachovia uses. Most can be adapted to any sales meeting.

Tape talks: Pre-recorded selling problem is played. Recorder is stopped and individuals are asked by name to tell how they would handle the situation. After several different answers or approaches have been given, recorder is turned on again. Tape talk gives the answer. Discussion follows.

Detect-a-sale: Pre-recorded conversation between salesman and prospect includes a number of statements or facts which can be related to sales. Individuals in group are asked to indicate sales opportunities they detect. Tape is replayed. Voice on tape goes through original conversation a second time but turns statements into opportunities to suggest services. It gives correct answers and shows how facts could have been related to selling services. This gives individuals a check on their alertness to detect sales opportunities in normal conversations.

Chain-train: This emphasizes the value of individual staff members' swapping sales techniques and experiences. Leader selects four salesmen from group and asks each to write advantages they would stress to sell a particular service. He collects answers and asks them to discuss the topic among themselves. They swap ideas and suggestions on selling techniques. Leader gets them to develop the best approach to the question from their combined thoughts. While they discuss the situation, leader writes on four flip pads the answers each salesman suggested on his pa-per. At the end of four minutes, he collects the group's conclusions and writes them on a fifth flip board. Group then discusses each flip board separately. Leader leaves each board exposed as he progresses. Fifth board shows how swapping experience and sales techniques can improve per-formance of each individual.

Objection over-ruled: Recorded voices of 10 salesmen state prospects' objections they have faced. One objection is played at a time. Group gives answers or approaches to overcome objection. Leader secures agreement that answers are good. Remainder of objections are played. Leader summarizes answers to overcome all the objections. Then he plays a pre-recorded tape which gives strong, sound, practical answers to each objection the group has heard. Finally he summarizes the best methods of handling objections.

Sales-building buzzing: Staff members from various offices are mixed at separate tables. Each table takes a problem – new opening remarks, new ways to start conversations about savings accounts, etc. Six-minute time limit is set to solve problems. One



SALES BUILDING BUZZING is a method to seek useable answers to sales problems. It adds a twist to brainstorming since it's limited to practical problems.



TOP SALESMEN answer questions which arise in everyday selling in Prospect versus Panel technique. Best answers are used in follow-up sales training.

person at each table records all suggestions. Each salesman gives suggestions and tries to improve suggestions others give. Supervisor walks between tables to urge table teams, not individuals. At the end of the time limit, captain of each table reports table's 10 best answers. These are written on a flip board. After all reports are in, solutions are discussed, refined and strengthened through discussion, re-phrasing and questions to individuals. Copies of information are provided for supervisors who use them in future sales training.

Ways to lose prospects: Untitled cartoon boards that show bad selling

techniques and habits that kill sales are used. Individuals are asked what the situation seems to be. After several interpretations, leader gives the real answer. Each individual is given a pad to list "five more funny things that lose prospects." Many times slips will yield information on soft or weak areas in sales presentations that can be strengthened in future sales meetings. Pattern enables use of light humor with sales points that are remembered if emphasized properly.

Roads to customerville: Leader

points out seven basic routes to wind up a sale. Two teams of seven salesmen face each other at a table. "Prospect" and salesman on stage go through pre-rehearsed conversation. Prospect indicates interest in service. Leader calls on salesman on one side to give an answer salesman on otage might use. Leader then designates salesman's counterpart on the other team to give another approach for the same type close. Thus a number of prospects are covered with group in a short time. Audience has the benefit of two or more approaches to

each method to close the sale. Leader then summarizes the seven basic methods. He calls on individuals to tell what they have learned.

Building blocks: Ciant sho-card board reproduction of a Wachovia Bank savings passbook is used. Group takes service apart to see what makes it tick—and what makes it sell. Leader pulls out smaller passbooks from behind the giant one. Each is labeled with a sales point, benefit or advantage. Others carry questions. Group answers questions. All miniature passbooks are hung clockwise around giant savings passbook. When presentation is finished, the service is centered. It is circled by advantages that sell the service.

Prospect versus panel: Members of sales panel are chosen on basis of ability to sell particular services. Before start of meeting, remaining individuals in audience turn in slips of paper with questions on how to handle various types of prospects. They also ask questions on how to suggest individual services, best way to stress advantages of Wachovia over services offered by competitors, etc. Questions are drawn out one by one and



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asked of panel. As question is read, problem is written on flip board. Best answers from panel members are written just beneath the problem. After the meeting, problems and best solutions are given to supervisors for use in follow-up sales training.

"Potential" puzzle: Sho-card boards, 28x44 inches, contain outline of man, woman and child. It is pointed out to group that outlines represent the market for bank services. Audience members are asked which bank service each of the three separate individuals could and should use. Answers are written on each outline. Next comes a giant-sized card which shows the family group-husband, wife and two children. Leader asks the same questions. This shows how combining individuals into family unit can create new needs for services. Pre-recorded tape is played to indicate how one vantage of it.

minute segments. First quarter is customer relations and market information. Second is how to sell a specific service. Third is how to handle everyday sales problems and situations. And last is how to build successful selling attitudes. Order and presentation of segments is altered at each meeting. But these four areas are the key-points which are emphasized.

"In discussing customer relations and market information, we emphasize that knowledge of the customer or prospect and his needs must precede any successful suggesting and selling of services," says Newbury. "We show our contact staff how to get to know customers better and faster; how to 'prospect by ear' in daily conversations at windows, counters and desks; how to 'recognize, link and relate' facts about customers or prospects to opportunities to sell specific services. And we continually stress the need to build good customer relationships at every opportunity through good service, courtesy, personal attention and interest.



## INCENTIVE?

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#### Wachovia "Banks" on Meeting Results

Wachovin Bank and Trust Co., Winston-Salem, N. C. is a regional banking institution with some 45 statewide offices. It's the 46th largest commercial bank in the nation and the largest bank in the Southeast.

Staff sales program manager is James H. Newbury, assistant vice-president. Through 12 sales managers he administers and stimulates the program on a year-round basis.

"Entire credit for our program's success," emphasizes Newbury, "goes to the 300 tellers, direct loan interviewers and cash tellers who serve the public every day. Credit for success also goes to our individual sales managers and neighborhood office managers who see sales training as an important part of their responsibilities—important to good customer service, necessary for a more fair evaluation and appraisal of the selling efforts of contact staff members, and essential to efficient bank management and profitable operations."

Wachovia has 300 salesmen. On an average, each has about 45 to 60 seconds to sell the bank's services to a customer or prospect. Customers and prospects don't come to the bank to buy, but for another reason. Thus salesmen must first transact their other business and then quickly but tactfully begin their sales approaches. They now sell at least one out of every three people they tell about the services.

These 300 salesmen are commercial bank tellers, installment loan interviewers and cash tellers. This selling force is 75% women who were not hired to sell, but to serve the public. They make their sales in the bank, during banking hours without slowing down customer service or holding up lines.

"Selling specific services discussions give us a chance to bear down on sales fundamentals for each service. We suggest new approaches, emphasize the public's need for each type of service, point out new sales techniques, and show how to tie the sales of one service to another. Six basic selling steps we stress are prospecting, suggesting the service, naming the service's advantages and benefits, asking for the account sincerely and enthusiastically, thanking customer or prospect and the follow-up.

Another 15 minutes is used to answer basic selling problems and to straighten out everyday selling situations. If they are left untended, they might deter sales or get contact salesmen off on the wrong attitude track. We want to be sure that each individual knows if he makes a good sales presentation. If he feels it's good when actually it's fair or poor, we have trouble. If he gets no buying response from the customer or prospect, he might blame the bank for poor sales training, poor service, the customer for not recognizing a good buying opportunity or himself for his lack of success. He may even assume the most dangerous thing a salesman can ever assume - that he wasn't cut out to sell and can't sell. It's a long, expensive, hard training road back from such falsely assumed attitude. Consequently, we try to prevent such situations.

"We discuss these problems together and come to the conclusion together through discussion, sales suggestions and participation. In this area we also cover how to handle the prospect who won't reply to questions or won't participate in conversations. We show salesmen how to open the conversation in an interesting way, how to keep it moving and how to demonstrate each service by use of imagination. Lastly, we show them closing techniques and cross-andswitch selling.

"Final 15 minutes is devoted to building successful selling attitudes among salesmen. We emphasize that selling goes on every day in every bank office. Everyone has an opportunity to sell every day, and everyone can do it. We use case histories on sales to add further authenticity and to give further recognition. We alternate case history examples to recognize all contact salesmen over a period of months."

Period immediately following the meeting is important to keep the "continuous sales training atmosphere" alive and active, says Newbury.

"At the end of the meeting we seek agreement from each salesman to try



Chicago 40, III.



## The WORLD'S LARGEST GOLOR PHOTOGRAPH

made by Color Corporation of America This eighty foot color spectacular was produced from a negative measuring only 2x8 inches and is 120 times the size of the original.

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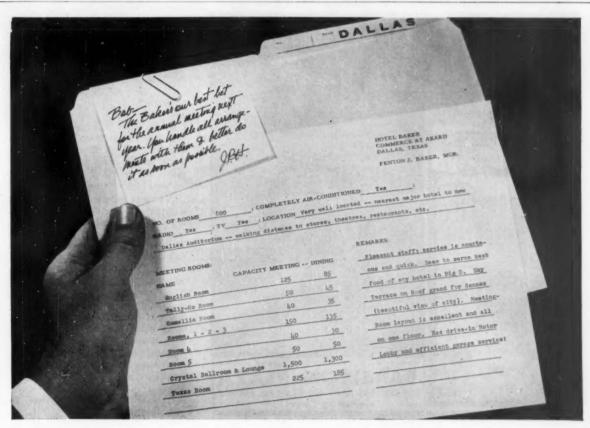
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106 CENTRAL PARK SOUTH AT 6th AVENUE overlooking Central Park

a new sales technique a minimum of 20 times in the coming week. Average contact staff member sees between 35 to 150 customers and prospects in the bank each day. We provide each staff member with a post-card addressed to the sales manager. A box score on the back allows the salesman to keep track of his use of the new techniques, customers' reactions and remarks the salesman might like to make.

"Post cards are initialed by the supervisor before they are mailed to the sales manager. This gives the supervisor knowledge of use of sales techniques and the sales manager an indication of the supervisor's knowledge of use by salesmen. Remarks on card often offer opportunities for congratulatory remarks, counseling or follow-up memoranda to salesmen.

"Week following the meeting, supervisor of each office receives a summary of one section of the meeting. It contains suggestions for a follow-up with staff members. It re-emphasizes material covered at meeting and encourages use of sales techniques.

"This pattern continues for the next four weeks. Supervisors send sales manager brief, written case histories on salesmen who successfully use the techniques. They are sent to each office and posted on bulletin boards seen by salesmen."

Occasionally, on the fifth week, supervisor holds brief meeting to discuss salesmen's interests at the previous meeting. This information is relayed to sales manager to plan the next meeting.

"We strongly emphasize the importance of follow-up training," says Newbury, "because we feel the function of a sales training meeting is to help produce sales, not merely to give out information. If sales are to be made, selling techniques must first be sound and practical. Then they must be tried and improved.

"Through experience we know that if enough salesmen use the techniques regularly, they will get sound, steady results. It also stands to reason that if these techniques work, salesmen will work them again and again.

"Wherever possible, we use selling examples and techniques that are familiar to salesmen. We use known successful approaches to sell. We feel this saves a great deal of sales training time since we are not starting from scratch."

These are the techniques that have produced a 50% increase in sales each year for four years for Wachovia. They are sound. And they work. Many companies would do well to give them a try.

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EMCEE BOB HILLS displays a battered hotel-room door to dramatize "The Big Year."

## Master of Group Sell

Saturday Evening Post gets sophisticated ad execs to applaud its 30-minute meetings. Sessions sell impact of Post editorial material. Fast-paced one-man show will reach 15,000 execs in 32 cities by September. As many as 300 attend each session.

EVER HEAR sophisticated advertising executives applaud a sales pitch directed at them? It's rare. Yet they often demand an encore when they see Saturday Evening Post's sales presentation, "The Big Year."

"The Big Year" is a show designed to promote advertising in the Post. It will be seen by more than 15,000 advertising executives in 32 principal cities across the country.

Emceed by editorial promotion

manager, Robert F. Hills, show explains how Post editorial material is chosen and how it influences its readers. "The Big Year" combines motion to provide a half hour of entertainment and fact.

Specially designed stage with wide angle screen and side panels for stripfilm projection is used. Six projectors are employed – one 35 mm cinemascope projector, two horizontal double-frame strip projectors, two verticle strip film projectors and one 16 mm projector. Films are projected onto the panels and screen from the rear.

Cinemascope center screen is used to illustrate main points of Hills' commentary. If he is citing a fact, fact is projected on the screen. If he is talking about Post covers, covers ap-

Strip-film cartoons on side and bottem panels supplement even further. Cartoons are usually little comical men in the role of Post editors. "Editors" think, edit, program or read depending on what phase of the editorial setup Hills is explaining. If he is talking about readership studies, cartoons show a series of little men interviewing readers.

Intricate control panel with 12 separate channels permits automatic pushbutton operation of the six projectors plus stage lights and tape recorder. Each time button is pushed, certain channels combine to give preplanned effect. Almost an infinite number of variations can be made.

Hills, speaking from the stage, manipulates the pushbutton control. Wire is run from control panel backstage into Hills' jacket and through his sleeve into his hand. He can change the set whenever he wants. He has complete control of the presentation. Hills often adlibs which wouldn't be possible if someone backstage had to depend on him for cues to change the set.

Show is well-timed and moves along at a rapid rate. Format is built around various happenings at the Post during the past year. It shows how reader studies, backed by editorial judgment, are used to select material for the best total effect, not just best individual readership. It points out that the Post is a powerful advertising medium because of what its editors put into it and what its readers get out of it.

Audience is quickly informed that 26 Post manuscripts were purchased by Hollywood last year, 58 books were published from Post material and 166 television programs were based on stories from the magazine. Circulation soared past the six-million mark and an April issue produced an all-time high in revenue, \$3,364,-400.17.

Illustrations of the impact of the Post and the pulling power of its pages are dramatized by Hills. For instance, week after Pete Martin's story, "I Call on Bret Maverick," appeared in the Post, the Maverick show's Nielsen rating jumped from 29.8 to 34.4 and has remained at 34 or above ever since. Hills shifted to a screened interview with Maverick. Interview was filmed beforehand with Hills out of camera range. His voice was later erased from the sound track. Thus Hills is able to talk with Maverick from the stage while the star answers him from the screen.

Maverick, played by Jim Garner, is his usual dry self. He is seated behind a table piled high with poker chips and cards. Hills tells him that his Nielsen rating went up after the article appeared. Maverick answers, "Probably just a coincidence. . . . . Just shows, you can't keep a good thing from the public."

I'd like to ask you a personal question," says Hills. "Isn't it embarrassing to be a big Western star who doesn't

like to draw a gun?"
"Not at all," Maverick replies.
"You see there are lots of ways to outdraw someone. Suppose you and I get into a fight. Go get a gun. I'll stay here and fix the cards."

"I'm not a good card player, honest," says Hills.
"Don't insult me. Here, take a card.

"Don't insult me. Here, take a card. High card shoots first." Maverick flips a card toward the camera. Hills reaches out to grab it. "What is it?" Maverick asks.

Hills glances at the card which suddenly appears in his hand. "King!" he shouts. Maverick draws his gun and fires at Hills. A window shatters off-stage. "I had an ace," explains Maverick, "but you didn't have a thing to worry about. I'm a lousy shot."

"You sure are. I'll give you another chance. Draw!" Hills draws his gun and shoots. Poker chips on the table in front of Maverick fly in all directions.

"You're no better shot than I am," says Maverick as he starts to rise. "See you Bob." He walks out through swinging doors.

Interview is dramatic highlight of the show. Synchronization of action and dialogue is so perfect, it seems that Maverick is on the stage in person.

In 1957 the Post ran an article on the Delta Queen, an overnight luxury riverboat. Week the article appeared, the boat went out of business after losing \$50,000. New owner figuring article was "money in the bank," put the boat back into operation. Delta Queen showed a profit of \$112,000 in 1958.

Hills drags a battered, beaten hotel-room door onto the stage to drive his point home even harder. Post ran a series of articles on Mickey Cohen. Cohen, it seems, wasn't pleased with the articles and showed his unhappiness. He checked into the Warwick Hotel, Philadelphia, to file a \$1-million libel suit against the Post. However, he failed to notify local police of his arrival. (Out-of-town gangsters must do this in Philadelphia.) Police found out about Cohen's arrival, went to the hotel and broke into his room to arrest him. (Cohen later withdrew the suit.) Hills uses the door to dramatize the Post's ability to arouse the public against mobsters like Cohen.

► Cocktails are served before the Post presentation and lunch afterwards.

BRET MAVERICK, appearing on wide angle screen, is interviewed by Bob Hills from the stage. Original interview was filmed with Hills out of camera range. His voice was later erased from the sound track. Thus Hills is able to talk with Bret Maverick from the stage while the TV star answers him from the screen.



# HOW ABOUT HOLDING YOUR MEETING IN BERMUDA?

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successful sales meetings, small conventions and directors' sessions . . . beautiful scenery, comfortable climate, fewest interruptions. Bermuda's only hours away from major cities in the United States and Canada. Just 3 hours by air from New York, daily flights by trans-Atlantic airliners. A week-end away by luxurious ocean liner, sailings weekly.

Recreation facilities are superb...for golf, tennis, fishing, swimming...for sightseeing and duty-free shopping too.



have dancing and nightly entertainment. Bermuda is well experienced in expertly taking care of all the requirements of small or large groups. Rates are reasonable.

FREE New 24-page booklet, "Bermuda . . . Headquarters for Memorable Meetings and Conventions." Write for it today to: The Bermuda Conference Service (Room 319) 620 Fifth Ave., New York 20, N.Y. During the interim periods members of the audience get a chance to have their fortunes told and to play gambling devices. Room is set up with a Western motif. All devices were made up specially for Post use. For instance, your fortune might read:

You have a subdued and sincere tie, Your narrow lapels are the most, And you have a successful, satisfied air— Your ads must be in the Post.

Hills wrote, produced and directed the show himself. Commercial Pictures Corp., Chicago, designed the stage and provided the electronic controls. Visualscope, Inc., New York City, did the visuals and designed the screen and side panels.

This marks the fourth year Hills has put on the show. It follows the same general pattern each year behind-the-scenes glimpses of Post's editorial operations.

When show closes in September, Hills starts to gather material for next year's show. He works on it right up to the time it opens in May or June. If it isn't satisfactory then, he makes additions and changes after it opens. After the first performance this year, he decided the script was too long so he edited it. During the first few shows he only had still pictures of the Delta Queen. He thought movies would be more effective so he got them.

Show presents many problems. It takes between six and eight hours to set up the complicated equipment. This in itself is a problem. But in New York City it was even more of a problem. Show was scheduled for a three-week stay at Crystal Room of Savoy Hilton Hotel. On weekends the hotel needed the room for other affairs. Equipment had to be taken down Friday after the performance and put up again late Sunday night in time for the presentation at noon the following day.

Although Hills has two understudies ready to take over at a moment's

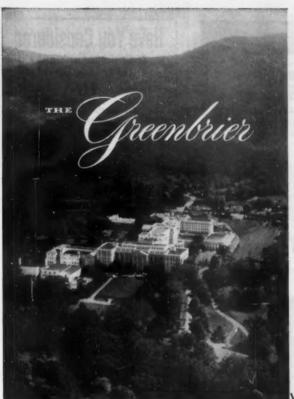


HOLIDAY'S BACK from a tour. Magazine's Touring Musical Show and Fashion Revue recently wound up a 10-week tour of the nation's leading department and specialty stores.

Show was presented 93 times in cooperation with several of Holiday's advertisers.

Musical revue sets the mood and provides backdrop for stores to display their fashions and merchandise. Show includes singers, dancers, emcee, orchestra and stage set. It features original music by Broadway composer-lyricist, Michael Brown.

Entire entourage is transported from city to city in a specially constructed trailer.



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You will find at The Greenbrier the perfect setting for your conference, whether it be for ten or a thousand people. The new, air-conditioned West Wing has an auditorium with a 42-foot stage, new sound and projection machines, splendid banquet arrangements, and a theatre with a CinemaScope screen. Accommodations are magnificent; the food is gourmet fare. For after-session enjoyment The Greenbrier's recreational facilities are unsurpassed. And our staff of experts not only helps in planning your program, but they also handle the details to carry it through successfully.

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ing, YU 2-6905 • Seattle, 726 Joseph Vance Building, MU 2-1981 • Dallas, 211 N. Ervay, RI 1-6814 • Los Angeles, 510 West Sixth Street, MA 6-7581.

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An ever increasing number of prom-inent organizations are selecting the Nassau Inn for group meetings of from 10 to 200 — and with good reason

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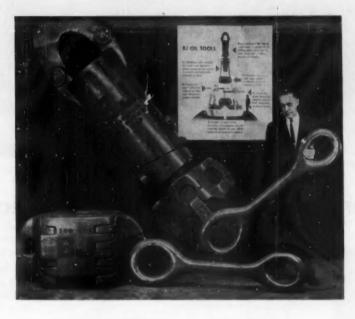
WIN CHESLEY, Director of Sales 1 East 57th St., New York City, PLaza 5-7648 notice, show probably wouldn't be as effective without him. He knows it

Hills hasn't missed a performance in four years. Three days before the new show opened in New York City, he lost his voice. Everyone was in a panic. The doctor told Hills to spend the weekend in bed. No exertion, no drinking, plenty of rest. Hills did the opposite. He had scheduled a round parties, and he hit them all. But by Monday morning his voice was in perfect condition. Show went off as usual and no one could tell what shape he had been in two days previ-

If the equipment is working, no one has to be backstage. Hills with his pushbutton control can handle everything. But once in a while an electric circuit will go, and projectors, lights and tape recorder have to be run manually from backstage. Thus stagehands who know the script and Hills' cues have to be present at all times, just in case. When this happens the show loses some of its over-all effectiveness-pace is slowed down.

Show generally goes off without a hitch. And the audience loves it. Intermittent clapping during the presentation and a huge round of applause at the end proves it. Post executives are pleased, too. It's the advertising executives they aim to please. This pleases Post executives, for there's nothing quite like having your best customers and prospects cheering your sales pitch.





#### Can't Tell 'Em from Real Thing!

HERE, YOU LIFT IT! It's not as heavy as it looks.

Photo illustrates actual reproductions of equipment weighing 15,200 pounds. But reproductions weigh only 200 pounds.

W. L. Stensgaard and Associates, Inc., Chicago, reproduced these giant oil drilling tools for Buron Jackson Oils Tools exhibit at International Petroleum Exposition, Tulsa.

Idea came about when company ran across the problem common to most exhibitors. Heavy machinery is expensive and difficult to ship and handle for trade shows or showroom exhibits.

Stensgaard created scale drawings of the tools. Sculptors then carved the tools out of crystafoam, a light material. Once they were carved to precision, they were covered with Celastics. Thus, tools had a lightweight core and a durable surface. They were then finished in the bright red of the Byron Jackson red iron.

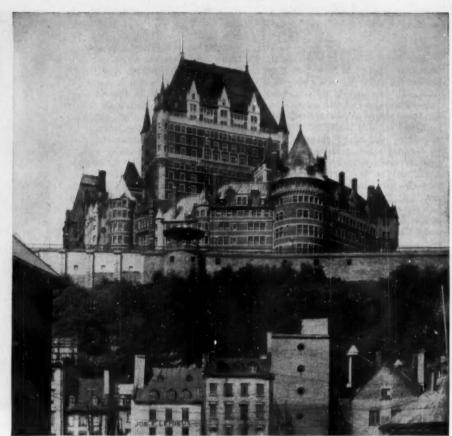
It is difficult to tell the reproductions from the real tools - unless you try to lift them. Reproductions will be used in many exhibits after the petroleum show. They're easier to handle, easier to ship and you can't see the difference.



24 Meeting Rooms ranging in capacity from 10 to 1700

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Refreshing atmosphere and scenic splendor—aren't these the clues to a successful convention? You'll find all of this and *more* in an old-world setting—at Québec's Château Frontenac. This luxury hotel offers you not only traditional old-world hospitality, but every *modern* convention facility. Here is just a sampling:

723 luxurious rooms. Meeting rooms of all sizes. Private banquet halls. Portable public address system. Sound projectors with trained operators. Individual exhibition rooms. Cocktail lounges, ballrooms, terrace cafe. Year-round sports.

And Canadian Pacific's smooth, efficient service leaves you more time to explore the excitement and romance of this famous French fortress city. To ride, perhaps, in a horse-drawn calèche; to visit historic landmarks and shrines; to shop; or golf on picture-book courses.

In French we call it a *succès fou*. In any language: an unforgettable convention! For information and reservations, write to: Convention Traffic Department, Canadian Pacific Railway Company, Windsor Station, Montreal.

Canadian Pacific

SALES MEETINGS/Part II SALES MANAGEMENT

## To Build House a Day At Show for Lumbermen

Houses to be erected in Cleveland Public Auditorium during Building Products Exposition. Lumber retailers will watch as houses go up one day and come down next. Probably most ambitious demonstration ever devised for a trade show. Houses to be built to promote Heritage Homes' component construction.

EVER SEE a house built in a day? It will be demonstrated at the National Retail Lumber Dealers Association's Sixth Annual Building Products Exposition.

When the doors open on Nov. 14, workmen will start from the "ground up" to erect a full-scale, three bedroom house with attached garage. Within one eight-hour working day, house will be ready for sub-contractors to move in for the finish details.

At least two different homes — maybe three — will be constructed during the four day show in Cleveland's Public Auditorium. It's called "House-a-Day Construction Program." On alternate days builder will probably vary the diet. He will have his workmen construct detached garages or other types of structures.

Heritage Homes, Cleveland, will erect the homes with its own component system of tongue-and-groove fitted panels. Component construction has several important advantages. Panels and other parts can be built indoors under controlled conditions. This gives better quality and faster production. It enables the builder to take best advantage of good weather. He gets the maximum number of units enclosed and under roof. Finish details can then be applied without costly delays which bad weather imposes on conventional building. This also means a quicker return to him so funds may be used again. Also component construction is a method which can be applied to any type of structure or plan whether it be a standard or custom design. Cost of homes runs from \$12,000 to \$100,000 erected.

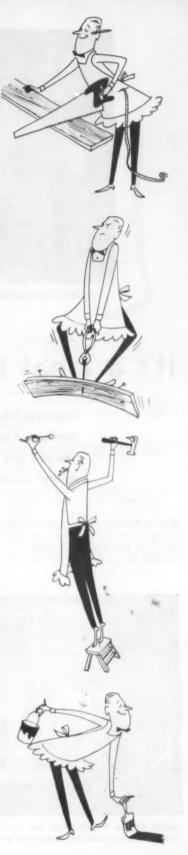
Program at the show will include indoor storage and shipping demonstrations for the complete house. House is designed to take up a minimum of warehouse-transport space. All materials will be delivered to the hall before the show opens. They will be stored in a demonstration warehouse area set aside for the purpose. Material will be taken from there for the actual construction. When dis-assembled, it will go back to the storage area until the end of the show.

Noise is expected to be a negligible factor since all materials will be precut and put together in panels or other component parts. Actual onthe-site construction will be an assembly of panels, roof trusses, etc. Builder may put his workmen into business suits instead of coveralls to dramatize the ease and cleanness of this type of construction.

Bleachers will be provided for visitors' convenience. This will help to control traffic. But the builder will probably rope off the area around the house during construction to route observers away from any possible danger of being bumped into or tripped over by the workmen. Also, since construction will be scheduled by the clock, it will be essential that workmen not be impeded by traffic inside the house.

Each house will be open the day after its construction. This will give visitors an opportunity to examine it inside and out. "Brain" sessions will be scheduled nearby as a service to dealers. They can get first-hand information on the principles and how to of component building, how to work with real estate firms, how to obtain construction money, how to get into component construction without a large capital outlay.

Special feature dramatically illustrates how lumber dealer can get a bigger share of the business on each new house sold in his community. "A House-a-Day" is no small feat.





CHORUS CONCLUDES musical number. Performers are used for meetings and conventions.

## It's a Treat to Perform at Armstrong

Employes from all departments act and sing for Armstrong conventions. They rehearse on own time and love it. Dress rehearsals are open to plant employes. It's as close to a little theater group as you can find in industry—and it works fine.

WHEN THEY TALK ABOUT getting into the act at Armstrong Cork Co. sales meetings, they mean it—literally. Employes take on every act-

ing-and singing-chore for distributor meetings from the chorus line to "star" billing.

Armstrong's Lancaster, Pa., plant

may have what is the only industrial little theater group in the country. Strictly on a voluntary basis, employes from every department of the com-



SKITS ACTED OUT in small sets are used to illustrate key points of most speeches. Actors are all Armstrong employes.



REAR PROJECTION SLIDES are used when scenery isn't warranted. Cast acts out skit in pantomine directly behind screen.



The Sherman has added 10,000 square feet to its already large convention exhibit space. The total is now 50,000 square feet . . . all on one floor and all air-conditioned. No time lost racing around town . . . no stair climbing . . . no crowding into elevators. But single-floor convenience isn't all. The Sherman also offers 27 air-conditioned meeting rooms accommodating 10 to 2,000, plus exceptional banquet facilities for functions of any size.



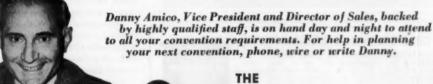
· 1,501 redecorated rooms,

Radio in every room—TV in many.

World-famous restaurants: The Porterhouse, offering wonderful steaks-Well of the Sea, seafood flown fresh daily from the principal rivers, lakes, and oceans of the world. And for exceptional food at considerate prices, the smart Celtic Grill and Cocktail Corner are longtime favorites of both Chicagoans and visitors. The Coffee Shop and the Snack Bar provide excellent meals quickly.

· The Sherman is in the heart of Chicago's shopping, theatre, and financial district.

· Drive-right-in convenience-the only hotel in Chicago with on-premise garage facilities. No waiting for busy doormen when you arrive . . . no waiting for delivery when you leave.





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Neighbor of HENRY FORD MUSEUM and GREENFIELD VILLAGE

pany vie for an opportunity to be part of a sales meeting cast.

Recent two-day 12th Annual Convention of Wholesale Distributors of Armstrong Building Products is a good example of how a typical meeting is put together.

Planning for convention starts about three months in advance. Members of the special promotions department, (part of the advertising, public relations and promotion operation of Armstrong) get together with sales divi-sion representatives. They determine objectives of the convention and assemble a rough outline. Each writer is assigned a specific area of the outline. All start working on speeches and skits about three weeks after initial planning meeting. Next month is devoted largely to revising speeches, integrating skits and gradually forming entire convention program. Continuous re-writing and revision goes on up to the last minute. Slide and set production continues steadily all the way through dress rehearsal.

Armstrong Chorus, composed entirely of company employes, is used for all conventions, sales meetings and often for movies. One of the girls in the chorus estimates that she spent 103 hours rehearsing for this convention. "It's worth it, though, because I enjoy the work," she says. "If I wasn't asked to participate in a convention, I would be terribly hurt. So far I've been in 10, plus various sales meetings. Sales meetings are produced on a much smaller scale so they don't take as much time," she says.

Chorus starts to rehearse six weeks before a convention—three nights per week plus Saturday morning. Actors in skits rehearse two nights per week and Saturday afternoon. Armstrong estimates 10,000 man-hours go into a convention. According to officials, this is a conservative estimate. Approximately 100 people participate—half on stage and half behind-the-scenes. Even behind-the-scenes help is composed of company employes.

Approximately 400 slides were produced for the recent convention. Company feels slides offer far more versatility at a fraction of the cost of motion pictures.

Fantastic part is that Armstrong employes do all the work themselves. Only finished art work, film editing and occasional special projects are sent to outside firms. Company officials say they make substantial savings by having their own organization do the work.

For the recent convention, company chorus opened with a takeoff on "River City Junction," from the Broadway show, "The Music Man."

THE DEARBORN INN

Oakwood Boulevard, Dearborn, Michigan Opening attempts to summarize in music what business lies ahead.

Business sessions included an announcement of a new acoustical material, presentations on sales and manufacturing plans for 1959, merchandising techniques, marketing and advertising. (Armstrong gives distributors an over-all look at their business, their opportunities and then helps set objectives for the coming year.)

Throughout business sessions, skits, slides and movies are used. Skits, acted out in small sets, are used to illustrate key points in practically every convention speech. Many are comical. They are used to keep audience interest at a high level. Company feels humor and satire are good because audience can easily recognize situations.

Finale is patterned after Broadway musical comedies, complete with elaborate staging, original song lyrics and full orchestral complement. Finale tells wholesalers "what they have already been told." In other words, songs recap key objectives presented at convention. Songs included "Frankie and Johnnie Were Consumers," parody on "Frankie and Johnnie Were Lovers" and "Oh, Yes, We'll Get Profits, Right Here In Central City," parody on "Oh, Yes, We Got Trouble, Right Here in River City" from The Music Man. Other songs included takeoffs on "I'm True to You, Baby, In My Fashion" and "I Will Never Be Jealous Again." Parody on "Hang Down Your Head, Tom Dooley," went "Hang Down Your Head, Tom Maybe, Poor Boy Your Price is High."

Armstrong has equipment necessary to stage elaborate productions. It includes a 650-seat auditorium with a professionally equipped stage, public address and lighting systems, facilities for broadcasting, an electric organ, an eight-port projection booth and an inter-auditorium communication system from stage to projection booth and control booth.

Armstrong conventions are strictly timed – from speeches to breaks. If a speech or song runs overtime, it's chopped even as late as dress rehearsal. Company employes are allowed to watch final dress rehearsals. Cast felt that this was it—not just another rehearsal.

▶ Majority of registration is handled beforehand to save time. When distributor receives invitation, he sends back card saying whether or not he will attend. When he arrives, he stops at the main desk and gives his name. He is handed an envelope with his identification badge plus a program and other pertinent information — all made up beforehand.



State Fair Park in Dallas almost matches the Pentagon when it comes to floor space...gives you all the room you need for any type of meeting, convention, or show. Six modern buildings (2 are air conditioned) and three auditoriums with seating for 200 to 4,000 provide just the right amount of "show" area you require. State Fair Park is conveniently located just 10 minutes from downtown Dallas and has free parking space for 12,000 cars. Write today for complete information and rental rates.



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- Private bathing beach
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their families.

The DEALVILLE CONVENTION HALL, over 21,000 square feet of unobstructed floor space, comfortably seating 3,500 people theatre-style... accommodating 2,500 people banquet-style. Sound-proofed sliding walls can be partitioned into two or three more areas for smaller groups.

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"Projectioneered" for conventions, SUPER-abundant for the most demanding display purposes. Heavy exhibits are handled by powerful elevators that can lift a truck HYDRAULICALLY from the loading ramp to the auditorium's stage. 12 ULTRAMODERN COMMITTEE MEETING ROOMS FOR 50 OR MORE. 20 SPECIAL ROOMS FOR SMALLER GROUPS.

NUMEROUS Press Rooms and Work Shops, complete with telephones, typewriters for press releases. Projection Room with complete visual aid facilities.





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2 magnificent night clubs, featuring great name bands
and stars of Broadway and Hollywood!
Miami Beach's only indoor ICE SKATING RINK... one
of the many DEAUVILLE pleasure exclusives!

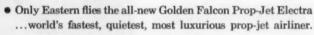
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or sales meeting in FLORIDA



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For full details, write or call Convention Manager, Eastern Air Lines, 10 Rockefeller Plaza, New York 20, New York, or your local Eastern Air Lines office.



95% OF THE NATION'S CONVENTIONS ARE HELD IN CITIES SERVED BY EASTERN

Banquet and reception is the only time conventioneers can really let their hair down. It is held the first night and business talk is prohibited. Most distributors are veterans at these conventions and look forward to seeing their friends again. They have a real social evening. Company brings in professional entertainment. This year it included Jimmy Wilson and his orchestra, singers Stanley Grover and Jan Mc'Art and ventriloquist Jimmy Nelson. Orchestra also played for convention finale. This was the only professional entertainment used.

Much to the relief of officials, this convention went off with nary a hitch. It was a far cry from the '58 convention. At that time, Lancaster suffered its worst snow storm in 25 years. Many utility lines were snapped. At a result, the Armstrong auditorium was suddenly without electric power at the start of the sessions. But the show went on as scheduled. Stage crew managed to hook into a small generator in the basement beneath the stage. This provided enough power to operate the microphone, the projector and one ceiling spotlight. As the audience listened unsuspectingly, crew worked in virtual darkness behind the scenes. By noontime when power was restored, crew had managed to assemble an arsenal of spotlights, battery powered mega-phones and other emergency equipment. Thus it was a hectic but successful 1958 convention.

Armstrong picks up the tab for the whole convention with the exception of transportation to and from Lancaster. Company believes wholesale distributors are an integral part of the organization. It tries to give them all the cooperation and help possible. Approximately 400 thought the expense of the trip would be well worth it. It must have been because most expect to return again next year.

It has taken Armstrong 42 years to arrive at the present format for conventions. First convention was a means of becoming acquainted with jobbers. Musical entertainment was provided by the chorus, but there was little connection between numbers and business sessions.

Today all music is connected with the sessions. Armstrong feels it has hit upon a good thing and doesn't intend to change it. Motto is inject just enough entertainment into a convention to make the business at hand palatable. •



#### Experts on Tap in Booth Via Phone

WANT TO CUT DOWN on booth personnel at exhibits? Install a telephone line from booth to company offices. That's how Armstrong Cork Co., Lancaster, Pa., worked it at the 1959 Design Engineering Show at Convention Ht. 1, Philadelphia.

Company installed a special plexiglas telephone booth with a direct line to the company's research and development center in Lancaster.

When exhibit-goers asked for detailed chemical and physical information, operator (right) placed a call to an Armstrong technical representative. Visitor could talk directly to him.

Panel portrait of the Armstrong man lit up next to the phone booth to identify him. This system makes it possible to answer highly technical questions without having a large staff of engineers and scientists present.



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LITTLE ROCK, ARKANSAS



ARTIST'S CONCEPTION of Navy Pier for Chicago International Trade Fair.

Grandstand at end looks out over a barge converted into a floating stage.

## New Wrinkle to Intl. Trade Fair

Chicago adds extensive entertainment program to exhibits of foreign products. Sees this break with traditional trade fair plan as necessary to develop "character" for its new endeavor.

By DAVID J. ATCHISON

A TRADE FAIR is supposed to promote trade. Now a new element is being added. Chicago International Trade Fair, sponsored by Chicago Association of Commerce and Industry, plans live acts.

Why give visitors to a trade fair entertainment? What philosophy of a trade fair organizer prompts spending all the money that international entertainment entails?

Answers come from Richard Revnes, fair director, as he sits in his office at the Chicago Association of Commerce. The philosophy is derived from simple evaluations, Revnes points

"Each show has its own 'charac-

ter," says Revnes. "Take the annual Shoe Fair, or the confabs of National Sales Executives — they all have their own flavor, character, or call it what you will. Now, since our trade fair is international in scope and interest, we asked outselves just what kind of character should a show of this type have?"

Tom Coulter, executive director, Association of Commerce, Bob Cunningham, his public relations director, and Revnes told each other: "Look, 80% of the products to be exhibited at the fair have as their heritage the culture of the countries from which they come — handicraft, jewelry, exotic foods. Before people start buy-

ing products from another country they must understand the culture of that country. What better way to make them understand than to show them? We'll bring in the finest kind of entertainment to present the cultures of many countries."

The fair committee, in all its innocence, felt that a point of irritation to the public was to pay an admission fee and then pay again, once inside, to see something good. Thinking of "family units," the committee went back to the concept of its 1957 Chicagoland Fair and decided all entertainment would be free. They asked Helen Geraghty, of "Century of Progress" prominence, to be its international impresario, to book and produce international entertainment.

Miss Geraghty went to big booking agents with a specific request for fresh, new acts, not big names, from the 65 countries participating in the fair. "This has entailed considerable negotiating — and expense!" Revnes admits. "For instance, we've had to pay the round-trip fare by air for 12 dancers from Cevlon."

Acts will give numerous daily performances in four theaters set up near the Lake Michigan end of Navy Pier. First, the big grandstand built at the water's edge seats 7,000 peo-ple, and the "stage" is Holiday Island, a 200-foot barge owned by Material Service Co., made into an island by the architectural concern of Naess & Murphy. Sod Growers Association of Illinois has donated the sod, the local landscape association, the trees and shrubs, etc. There'll be four and five shows a day on the big floating stage which will accommodate the larger acts, with special performances on buyers' days.

Second theater, the existing auditorium at Pier's end, has been renamed "International Theater" and will feature the more "intimate" acts of two to four people. Other entertainment activities are located strategically along the lengthy Pier.

Since the trade fair has been touting the phrase "Shop the World At Chicago" in direct mail and advertising to buyers, it would seem possible — at least plausible — that the 65 or more exhibiting countries would object to the distractions of so much entertainment.

"The shows will not detract from the exhibits!" Revnes claims. "Before each performance at all shows, we explain over the p.a. system that all entertainment is a courtesy of and made possible by all exhibitors. Also that much entertainment is going on right in the booths, or pavillions."

Along this line, the fair has brought



by North American Van Lines"

says Hugh Hood, General Mgr., DESIGN BUILT STUDIOS, INC. Long Island City, N.Y.

"Exhibits must arrive at destination on time and in good condition-so we find dependability in shipping a very important matter. For over 15 years we have used North American Van Lines in the coast-to-coast transportation of delicate and costly exhibits without a single damage claim.

"When North American knows the date of a show, ontime delivery is a 'must' for them. And at any time, a local phone call gives us the exact van location in a matter of minutes."





Whatever the nature of your exhibit, display or road show—get the facts today on shipping it UNCRATED—the North American Van Line Kid-Glove\* way. Call your local North American agent (he's listed under Movers in the Yellow pages) or write to World Headquarters today.

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Outstanding Convention Address in the Southwest HOTEL ADOLPHUS

Summary of Convention and Meeting Facilities

ROOM	FLOOR	SEATING	DINING	SIZE SQ. FT.
Grand Ballroom*	Lobby	1,350	1,000	8,030
Regency Room*	Lobby	1,000	800	6,510
Roof Garden	15th	500	400	3,374
Cactus Room	21st	300	200	2,640
Danish Room	15th	200	175	1,500
North Room	15th	100	80	900
French Room	Lobby	175	135	2,000
Press Room	7th	150	120	2,100
Directors Room	7th	45	30	700
Parlor A	Mezzanine	150	135	1,290
Parlor B	Mezzanine	40	30	378
Parlor C	Mezzanine	50	40	627
Parlor D	Mezzanine	110	90	957
Parlor E	Mezzanine	25	20	288
Parlor F	Mezzanine	30	25	385
Parlor G *Connecting	Mezzanine	75	65	682

Auto Lift: Via Ramp. Blackboards: Portable. Lecterns: Table and Standing types. Complete range of sound and projection equipment, including public address systems.

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"When you provide services for exhibitors and public too, the only way any such service can be paid for is by public attendance, and it can't be denied," Revnes claims. "Without public attendance nobody can put on a trade fair in this country and make it pay. Otherwise, space fees would be so high to the exhibitor the show would price itself right out of existence. Yet our going prices are so low there is no squabble from the public."

Entertainment brings in the "customers" Revnes feels, and the exhibitors are "smart enough to realize it. Too, we have a philosophy that a proven product creates a demand for that product, or in our case, by public attendance. Every sound marketing principle has been followed here."

Revnes has noted that shows put on for the public in general skirt the truth with exaggerated claims, which tend to put the show in disrepute. "A magazine backs up its circulation figures with audited and guaranteed circulation, and bases advertising rates on the actual figure. Back in 1957 we made a promise to our exhibitors to give them certified public attendance, and we publish the certified figures of attendance. Many dis-gruntled show managers call us uncomplimentary names for doing this. And the show management industry knows that in our kind of show, it must 'clean up' in one day or it's finished."

Just as a magazine "uses" the advertisers' money to formulate and carry through its editorial pages and policies, so does a show use its exhibitors' money to pay for entertainment (among other things).

A little-publicized facet of entertainment at the Pier is the M. S. "Prinses Irene," 9,000-ton passengercargo ship owned by the Netherlands. This brand new luxury ship was charted by the fair and tied up alongside Navy Pier for use as a private "club." Revnes explains the reason: "There are no accommodations on the pier for cocktails and a quiet snack, and many exhibitors and buyers requested them. We went through the Netherlands Consul here and secured the Prinses Irene to fill this need. Set up on a membership basis with a limit of 600 members at \$50 each, we notified interested parties, and immediately sold 550 memberships for the 15 or 16 day period."

# what's new in exhibits?

OW IN THE MIDST of its six-weeks New York run is the colossal USSR exhibit at the Coliseum. More than 4,000 heavy packing cases, up to 50 ft. long and weighing as much as 26 tons, containing displays, models, products and literature, were unpacked and erected in two and a half weeks. Nearly 500 tired workmen finished the job in plenty of time for a fast preview by President Eisenhower, Vice-President Nixon and Soviet First Deputy Premier Koslov, the day before the official opening.

CON EDISON WILL soon complete its nuclear power plant at Indian Point, New York. Its reception area will feature an elaborate animated exhibit designed to tell the inside story of Con Ed's efforts in atomic power and how they will affect the future of New York; at the same time it will orient visitors to the various buildings and facilities.

SPEAKING OF POWER PLANTS, the independent electric utilities now have a travelling exhibit dramatizing the hidden costs of public power. By means of push-button selectors, the local taxpayer may find out how much public ownership is already costing him in his own State. A master button reveals the total U. S. cost.

TURNABOUT IS FAIR PLAY. One of the U.N.'s many foreign-built exhibits (this one featuring UNICEF) has just been converted for American use. It can be seen in the lobby of the Secretariat Building, here in New York.

ARMED FORCES are using models more and more in equipment planning. Latest are complete galley layouts for the carrier Independence and for new atomic submarine. Models help both ship-builder and commissary people to plan for efficient food handling and feeding.

All these and many more have made the season, a busy one for Ivel's talented staff. These talents and our big Brooklyn plant are equally available for your own exhibit projects, whether large or small.

## **IVEL CONSTRUCTION CORPORATION**

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## The Prudential Auditorium

Chicago's <u>newest</u> (and smartest) meeting hall!

Prudential's handsome, new assembly hall offers unique facilities to make your sales meetings more successful! Accommodating up to 1350 people, it features flexible seating arrangements to meet any meeting requirement. For luncheon or dinner, up to 425 people can be seated and served. Catering service is available.

Prudential's Auditorium stage is a full 40-feet wide, 20-feet deep—and raised 42 inches above main floor for "vantage point" viewing—anywhere in the Auditorium. Stage lighting facilities offer 120 and 208-volt current. And, for your convenience, there's a public address system plus a projection booth for slides and motion pictures.

Let the splendid, new Prudential Auditorium facilities help put your next sales meeting across! For reservations, contact:

WHITEHALL 3-2800, EXTENSION 261

For smaller meetings, the Prudential Building offers convenient Conference Rooms on the 2nd and 19th floors... accommodating up to 50 people.

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Check this partial list of organizations who have held successful meetings in the Prudential Auditorium.

- · Life Magazine
- · Wilson & Co., Inc.
- Westinghouse Electric Corporation
- Edward Hines Lumber Company
- Ford Motor Company
- . Sears, Roebuck and Co.
- American Steel Foundries
   Needham, Louis & Brorby
- Needham, Louis & Brorby
   Commonwealth Edison Company



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America's <u>all-year</u> vacationland

Santa Monica's modern new civic auditorium — an entriely new concept in theater, convention and trade show auditoriums offers 21,360 square feet of exhibit space, enough for 150 booths. This multi-purpose 2,750 seat auditorium with adjoining meeting rooms has the latest in air conditioning, engineered accoustics and high fidelity sound systems. 1,800 meals can be served simultaneously in the main auditorium with 500 more in the adjoining wing. Parking for 1,850 automobiles. The auditorium is rent free for conventions and there are attractive low rates for commercial and exhibit use.

Santa Menica offers plenty of the very finest in hotel accommodations. There's sport fishing...tennis...swimming...sailing. Home of famed Pacific Ocean Park...close by desert and ski resorts...Disneyland...Marineland...Catalina Island...miles of clean beaches and scenic drives. Smogfree ocean-fresh air all year long.

For information write: CONVENTION BUREAU,

Chamber of Commerce, 109 Santa Monica Boulevard, Santa Monica, California



In addition to cocktails, the ship's salon or lounge will feature only a buffet and snacks, because the Palmer House catering department made a tremendous investment in outdoor restaurants and "we don't want to compete."

At show time, two companies of players had dropped out because of "transportation difficulties" — Free China and the Maoris of New Zealand. Four new acts were added, however: Bashkar & Co., Dances of India; Tania Karina and Oleg Sabline of the Ballet Jeunesse de Francais; Sons of Morocco acrobatic troupe; Dior Sisters from Paris, and Johnny (Pineapple) Kaonohi of Hawaii.

Seven large acts are performing on "Holiday Island" (the barge), seven smaller acts in International Theater; Tommy Bartlett's Water Thrill Show and the Acapulco Divers in the lake; fee boat rides out on the lake; 50 hours of travelogues from all over the world, held in the auditorium.

Shows on Holiday Island last 50 minutes; International Theater, 40 minutes; Water Thrill Show, 20 minutes, and each movie, 20 minutes

average.

Scattered throughout the trade fair's run will be "spot" entertainment "guaranteed to delight young and old." There'll be Japanese fireworks, Second Division Marine Band (75 men) from Camp Le Jeune, N. C., and a 30-man precision drill team; yacht parades past the pier; public visiting of naval vessels; Atlantic Fleet bands playing; Army choral groups singing; SAC "Thunderbirds" in an aerial show; British Queen's visit (July 6); Japanese-American judo matches; choosing of International Beauty Queen; sail boat races; "Miss Chicago" tryouts; fireworks, fireworks and more fireworks, courtesy of Japan.

Far-flung travel agents have reported many customers have planned their itineraries to include Chicago during this period, and motor clubs say that hundreds of tourists on wheels have asked for routings through Chicago for a stopover at the fair. All indications point to the certainty that Dick Revnes and his colleagues need not hide true figures of attendance in 1959. Entertainment is the pulling factor.



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but no distraction

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Check these advantages

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Loretta E. Siegler, Convention Manager

Clifford R. Gillam, General Manager





"Fenwick, look, a triple A lizard skin!"



FOUR CORY CORP. territory managers were named Presidential Award Speakers at annual sales meeting. J. W. Alsdorf, president, (center) awards the as Steuben glass owl with an inscribed walnut base.

## Outside Better Than Inside Speaker?

"No," says Cory Corp. It has dropped outside experts in favor of speeches from its own sales force stars. Its new approach has opened up a whole new award plan and meeting procedure.

By NORMAN H. SCHLEGEL
Vice-President, Marketing, Cory Corporation

WHEN Felix ("Doc") Blanchard and Glenn Davis were demolishing opposition football teams for Army, a sportswriter dubbed them "Mr. Inside" and "Mr. Outside"; and for years the debate raged as to which was the more effective.

Here at Cory Corp., a similar debate has just been settled insofar as it applies to the selection of speakers at the company's annual sales meetings. "Mr. Inside" definitely receives the nod.

Like a good many other corporations, Cory used to invite guest speakers from other marketing and sales fields to deliver a "pep" talk to territory and division managers at their annual conclave. These speeches generally were given near the end of the session and were designed to wind up the meeting on a high note of enthusiasm and esprit de corps. Effectiveness of "Mr. Outside" – an experienced public speaker – had long been taken for granted; it was "accepted procedure."

Last year we took our first critical look at this practice. The 1957-58 recession had resulted not only in increased competition but in wide-spread discount selling in the appliance field — with adverse effect on our sales force. A suspicion rose and grew that the usual inspirational speech, from someone unfamiliar with problems of the company and its personnel, might be greeted with resentment and/or indifference.

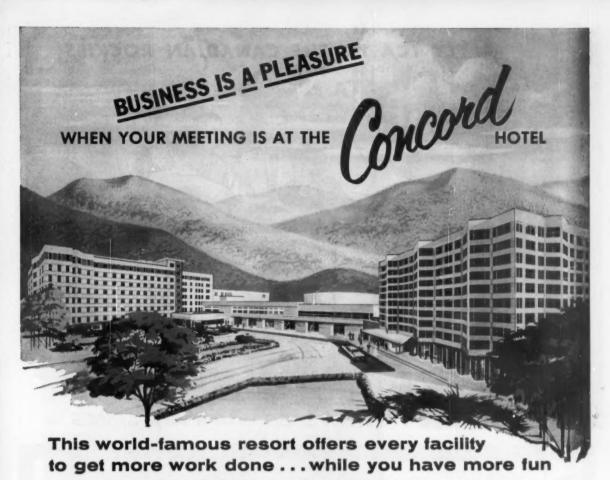
We felt that if anyone understood the problems of our sales personnel it was salesmen themselves. And a sure way to make any salesman sit up and pay attention is to let him listen to one of his colleagues whose own sales record has improved despite a general decline in company sales.

Accordingly, it was decided to select four men from the Cory, Nicro and Fresh'nd Aire divisions, whose sales had shown a marked increase over the previous year, and to have them discusss their techniques and experiences with the rest of the group. A committee appointed by Cory President, J. W. Alsdorf, began combing records of our 50 territory and division sales managers to find qualified people. At the suggestion of Mr. Alsdorf, we began to consider ideas for a special President's Award, to be presented to each of the chosen four, and decided finally upon a sculptured glass owl - dubbed Cory's "wise old owl" - made by Steuben Glass Company.

Speakers chosen by President's Award Committee were: Bill Rudich, commercial products, Los Angeles; Wallace Murray, consumer products, Philadelphia; Joe Ferree, commercial and consumer products, Atlanta; Frank Pollitt, commercial and consumer products, Minneapolis.

The meeting in Chicago last November was a four-day affair. The company paid all transportation and accommodation expenses. Each day, the entire group came together for lunch and it was at this time that one of the "Presidential Award Speakers" made his address to the others.

None of the four was out to harangue his audience with bombastic



- Unequalled Convenience Under One Roof. This complete year-round resort has every facility right on premises. Your men (and their wives, too) are happy to stay right on the spot, available for meetings. Yet the Concord is just 90 minutes from New York City over new super highways. Airport nearby. Scheduled bus and limousine service too.
- Meeting and Exhibition Space. 16 meeting rooms capacity from 10 to 2000 persons. Completely Air-Conditioned. No extra charge for use.
- Convention Equipment. Slide and motion picture projectors, duplicating machines, typewriters, public address system, everything you need for the usual convention business...plus technical maintenance help to set up displays.
- Accommodations. Handsome rooms and suites to accommodate 2000 persons. Deluxe master suites too. If you like luxury, you'll love the Concord!
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• Ladies Too! Yes, every vacation and recreation desire is filled to keep the little darlings happy while you attend to convention business. Beauty parlors, glamorous new shops, right on premises.

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- Seven meeting rooms for groups of 10 to 500
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oratory. These men had faced and overcome obstacles identical with those facing the others, and they limited themselves completely to a down-to-earth exposition of the attitudes and methods by which they had succeeded. Talks, consequently, were an instant hit with the rest of the group. The men listened intently to each speaker, and discussion sessions that followed were of the liveliest sort.

► One veteran territory manager summed up his reaction to the luncheon talks as follows: "They were the most valuable part of this or any other sales meeting that I've ever attended. I thought if those fellows could make that kind of record, I knew I could – and went out to try."

Other reactions were equally enthusiastic, but long-range results, which are only now becoming evident, are even more gratifying. Upsurge in morale of our sales force (not to mention increase in sales) has been the subject of comment by everyone in management.

Needless to say, the President's Award Committee is now a permanent body at Cory; and next year's "Mr. Inside" is the current target of

every Cory salesman.

#### Church Joins Mobile Exhibit Trend



PRESIDING Bishop of Episcopal Church, Rt. Rev. Arthur Lichtenberger, and Rev. Thomas McElligott, Canon Missionary, District of North Dakota, congratulate each other at dedication of mobile exhibit—a renovated city bus.

EVEN THE EPISCOPAL CHURCH has turned to exhibits! It's launched one on wheels. Purpose is to communicate something of the church's meaning and work to Americans.

Exhibit is housed in a completely renovated city bus. It's known as the Episcopal Motorama.

Itinerary began in North Dakota. Occasion for the launching was the 100th anniversary of the Episcopal Church in the area.

Single panel of the exhibit is devoted to the history and present work of the church in North Dakota. Remainder of the exhibit focuses on history, meaning and nature of the church in the U. S. and overseas.

Mobile exhibit is driven by teams of clergymen. They answer questions and distribute literature on all panels. Exhibit will stop at all county seats in the state — in all areas where Episcopal Church is known and in places where it's unknown. Itinerary also includes county fairs and other public events.

Episcopal Motorama will tour North Dakota until October when it will go into another state. Panel pertaining to the church in North Dakota will be switched with one that pertains to the new area.



# 101 Years of Convention Experience



... and a Lot of Imagination

HCA's long experience can make your meeting a wonderful experience. Not only with perfectly suited accommodations and expert service, but with the "little things," that often make a big difference.

And here's where imagination comes in — for HCA hotels don't serve groups — they serve individuals in the group. That means your particular needs get experienced attention — but never a standardized routine. For reservations at any of the HCA hotels listed below contact your nearest HCA hotel. Look into HCA and you'll book into HCA!

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ROYAL ORLEANS HOTEL New Orleans, La. Under construction CHARTERHOUSE MOTOR HOTELS AND LODGES

## HOTEL CORPORATION OF AMERICA

A. M. SONNABEND, President



EXECUTIVE FILLS out show card to get follow-up information on new equipment.

## **New Follow-Up for Shows**

Publisher creates "magazine" with tear-out reply cards. Each card pictures a new product from a trade show and is addressed to product's manufacturer. Catalogue of show's new products seems to work; response said to be good. Idea to expand.

HERE'S SOMETHING NEW in show follow-up. It does these things:

- 1. Reminds show visitors of new products they have seen.
- Introduces new products to people who didn't get to the show.
- 3. Offers immediate means for prospect to request more facts.
- 4. Gives exhibitor a check on effectiveness of his exhibit.

Boston trade publisher, Cahners Publishing Co., has developed and tested the idea to add sales pull to exhibits. It puts a new type directmail inquiry card in hands of prospects after a show. Idea goes under copyrighted name of Show Card.

Show Cards are tear-out business

reply cards, four to a page, bound in a magazine-type cover. Each card is addressed to a manufacturer and imprinted with his local post office indicia.

Flip side of card contains a small illustration of exhibitor's new product, product blurb, and space for prospect to fill in his name and address to get more information on the product.

Publishing firm will take ads – one to a card – only for the newest equipment and most interesting developments for a show. Idea is to make Show Card a catalog of "best in show."

► Chief advantage to show visitor is ease of requesting follow-up information on products in which he's interested. For the exhibitor, it puts a repeat-exposure device into the hands of show visitor he wants most to contact.

Cahner's system relies on the controlled circulation of the firm's magazines. Company publishes Metalworking and Modern Materials Handling. Both are circulated to buyers and specifiers of equipment in their respective fields.

Idea was originated at 7th American Welding Show in Chicago last April. Show Card issue of four insert pages with 14 ad cards and two house ads went to Metalworking's circulation list. Insertions for the special Show Card issue closed the day the show opened. Within two weeks the special issue was in the hands of Metalworking's 31,000 readers.

Response from both magazine readers—who were also the exhibit goers—and exhibitors prompted Cahners to try it again at Material Handling Institute's Exposition of 1959 in June. It was successful.

► Cahners figures the idea will take hold with showgoers for three reasons:

Prospective buyers and specifiers at a show can't always take time to inspect all the exhibits and make notes about everything that's new or interesting. Show Cards will remind them after they get back to the comparative calm of their own offices.

Prospects who don't make it to a show like to have a compact buyers' guide. It also gives them quick access to more information.

Executives who send assistants appreciate a catalog-reminder for their own personal use. It keeps them abreast of equipment changes. Show Card gives them the chance to follow up interesting developments themselves.

At the same time, exhibitors get a direct-mail tie-in sent to the prospect's office. Mail response from the two issues of Show Card thus far indicates that people who send in inquiries are "hot prospects" far more often than casual information-seekers.

Cost for Metalworking's 31,000 circulation to tie in with the 7th AWS was \$295. For the Material Handling Institute's show, Modern Materials Handling sent the "best in show" to its 42,000 subscribers for \$385. In either case, insertion cost came to under a penny per exposure.

Unlike standard "bingo card" inquiry systems, Show Card goes directly from magazine reader to manufacturer. This speeds up processing inquiries by several days. It cuts the chances of misdirected inquiries and puts the prospect in direct contact with the seller. ◆

# "I KNOW IT'S A LITTLE LATE ... BUT"



#### This happens more often than you think

An exhibitor that waits until the last minute to call in his display builder, is short changing himself.

Given the time, the display builder can provide dozens of exhibit services over and above the designing and building of the exhibit itself-and also avoid unnecessary and excessive overtime charges.

GRS&W, for example, can help you plan and integrate the exhibit into your total advertising program furnish you with factual reports on show audiencedevelop the exhibit with appeal to this audience . . . and provide many other services which contribute greatly to the overall effectiveness of your exhibit program.

We urge you to take advantage of these extra services. Plan your next exhibit early-preferably on the same day you sign up for the space.

#### . . . and be sure to include GRS&W in your plans.

Our complete exhibit facilities and fresh creative approach to your exhibit problem will pay off with greater returns on your exhibit dollar.

DID YOU KNOW-that GRS&W can also provide expert assistance in planning and designing Sales Meeting Properties, Show Rooms and Interiors, Training Aids, Traveling Shows, Dioramas, Merchandisers and Special Presentations.

exhibits and

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# Philco Goes South Of the Border

Nowhere near size of its 1953 extravaganza in Atlantic City, Philco's sales meeting in Acapulco is staged for 1,200 dealers and distributors. Dealers earned five-day trip by buying TV sets.



V-P HENRY BOWES unveils battery-operated TV.

IT WASN'T Phileo Corporation's biggest meeting, but certainly one of its best. Recent dealer-distributor conclave in Acapulco, Mexico, topped previous efforts in many departments.

After its 1953 meeting in Atlantic City, Philco had to go a long way to top itself. Back then it staged the biggest sales meeting in the world – 8,000 dealers and distributors – at a cost of \$2 million.

At Acapulco, Philco wined, dined, entertained, promoted and sold its new line of TV and hi-fi sets to 1,200 dealers and distributors.

To get south of the border, Philco dealers had to buy 30 TV sets during a three-month period. Before they left, they received Mexican shirts and leather wallets with airline tickets. About 600 dealers and distributor personnel flew on air charters that left Chicago, Cleveland, New York, Baltimore, Atlanta, Kansas City and Los Angeles. Others traveled on scheduled flights.

Distributor salesmen qualified for the trip by signing a quota of their dealers for the trip. Distributors shared cost of trip for their personnel and dealers with Philco.

Philco took over 12 hotels, theater, bullfight ring, jai-alai court and bus line for its five days of meeting activi-

ties. Language, while a problem in early stages of planning, dwindled to nothing compared to two other emergencies.

Cine Rio, air-conditioned theater, was leased for product-preview show. However, between the time Philco leased the theater and its meeting, the theater was sold. When Philco people arrived on the scene for rehearsals, the new owner know nothing of the Philco lease. "What are you doing in my theater?" he challenged.

Problem two: Proprietor of the local bullring, hired for a special Philco bullfight, went bankrupt before the "big day." An entire troupe of



PONCHO really knows how to sell TV sets-even in Acapulco which has no TV. Customers? His "family" who entertain.

matadors, picadors and bulls had to be flown into Acapulco. It all turned out for the best, according to the people who know bulls. Acapulco had its biggest and wildest bulls ever, thanks to Philco.

Originally, Philco planned to take over the entire bullfight arena and allow Mexicans to see the show free along with Philco dealers. However, the bullring impressario counselled against free admission. It would attract a rough element from the streets. So Mexicans paid to see the bullfights, and were happy, too, because it was a great show by Mexican bullring standards.

Distributors arrived in Acapulco on May 28. Next day, Friday, they attended a four-hour meeting. They heard speeches from Philco executives, saw color slides of new products and saw a limited number of new TV receivers. Little dramatics were introduced at this point.

However, Sunday saw an entirely different kind of session. This one was for dealers as well as distributor personnel. Most dealers arrived the day before this big presentation.

Dramatury, Inc., Cleveland, produced and directed the session in Rio Theater. Three weeks before the meeting, W. J. Smith, Dramaturgy v-p, auditioned Mexican musicians and entertainers for the Philco show. They required just one day of rehearsals to fit into the story line.

Story line for the dealer presentation was simple: Pedro, only TV dealer in Acapulco, explained how he sold receivers with great success—although Acapulco doesn't even have a TV station he later revealed. Pedro, played by Herb Kanzell, Dramaturgy writer and director as well as performer, owed his selling success to a large family. His "family," the 48 hired Mexican entertainers came on stage and performed. Then, from his pushcart, Pedro sold individual TV sets to members of his family.

In selling each item in the line to a "relative," Pedro told of all the product features and special values. Although it came across with a strong Spanish accent, dealers received a painless exposure to the quality story that they would have to tell their customers.

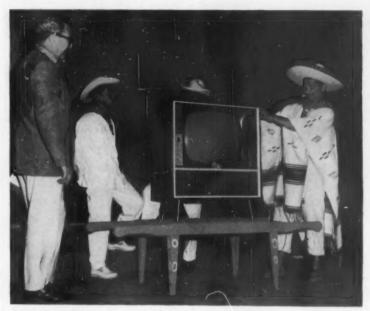
Talented Kanzell, who knows few words in Spanish, sounded as Mexican as the Mexicans to his audience. He not only wrote the script, directed the cast and had starring role, he created lyrics, too.

Prices on products were revealed by a "voice over." Voice belonged to a Dramaturgy man with a condescending British accent.

Philco was fortunate that a good



MISS AMERICA poses with each dealer. Photo is sent to hometown paper.



PONCHO, right, is actor, writer and director of Philco's stage presentation.

movie studio exists in Mexico City. All theatrical equipment, carpenters and electricians were available to import into Acapulco for product presentation. According to Smith, of Dramaturgy, labor was excellent for staging in theater and installation of displays.

Exhibits were installed at the Fronton, jai-alai court, about two miles from Cine Rio. Jai-alai matches were open for Philco dealers in the evening. Area in front of pari-mutuel windows had product exhibits. For exhibits, Dramaturgy collected Mexican decorations from all over the

country and constructed exhibits right on the spot.

To demonstrate television receivers, Philco had to set up a closed-circuit system. No TV is available in Acapulco.

Activities for leisure hours were plentiful for dealers. First night they enjoyed water ski performances as well as 80 Mexican dancers in native costume. For a fireworks demonstration, three Mexican families who specialize in this sort of thing spent three months in advance to create the pyrotechnic display.

Because hotels, theater, bullring

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No Convention Too Large Or



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onventionship

Yes, we've coined a word to describe the proficient manner in which conventions at the Claridge are handled. This claim is based on: 1. Our complete convention facilities; 2. Our advantageous location (practically next door to the Memphis Convention Hall); and 3. And most important of all, Claridge Conventionship is based on our experience. Investigate Claridge Conventionship we've demonstrated it time and again . . . and we're ready and waiting to serve you and your group. Write, wire or phone for details.

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SCOTT J. STEWART Managing Director

MEETING ROOMS FOR

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PROJECTORS AND SCREENS

ROOMS NEWLY

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Convention perfect



IDEAL LOCATION: 3000 acres in colorful Allegheny mountains, convenient to train, plane, bus or car to Bedford exit, Pennsylvania Turnpike.

SUPERB FACILITIES: equipped and staffed for groups of 25 to 550. Championship golf course, in-and-outdoor swimming pools, private lake, all sports. Complete bar and beverage service.

SPECIAL CONVENTION RATES: throughout season April 15 to Nov. 15. Write, wire or phone (Bedford 500)

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If you are thinking of Miami Beach for your next gathering. write, wire or phone for Information That Will Give You Inspiration!

·· NOW MIAMI BEACH'S NEWES

Miami Beach: JE 8-6811 HENRY G. PHILLIPS National Sales Manager the ON THE OCEAN at 32nd St. MIAMI BEACH

and jai-alai court are spread out over a great distance, Philco chartered a bus line to transport dealers on a regular schedule.

Dealers could go fishing for marlin and sailfish by simply telephoning for reservations. Boats were chartered by

While each dealer had been sent the Mexican shirt-more jacket than shirt-most did not wear them. They wanted to save them, it seems, as souvenirs. Philco personnel had a "uniform of the day"-blue shirt and grey slacks.

Public Relations Dept. of Philco was hard at work in Acapulco. Photos were taken of dealers, posed with Miss America of 1959 (Mary Ann Mobley) to send back to hometown newspapers. Miss America spent just a few hours for picture taking and had to rush on to fill other engagements. Unlike years past, Miss America had no part in this Philco meeting, other than picture posing chores.

Air-mail envelopes with hometown newspaper addresses were prepared in advance. As each dealer stepped up to have his photo taken, a number was set on a small child's blackboard that contained a row of beads. By moving beads, the photographer could number his pictures (beads showed faintly on the negative). As photos came out of the drying machine (only one in Acapulco) they were slipped into envelopes and mailed. An assembly line of sorts was set up to process photos quickly. Editor of Acapulco News was hired to aid this operation (particularly with language problems with hired personnel).

News releases to accompany photos were prepared in advance. A name sticker of each dealer was pasted on a release. Stickers also were prepared in advance to speed the

mailing operation.

To keep everyone on schedule during weeks of planning and arranging for the meeting, Philco produced a printed calendar check list. This 14inch by 18-inch sheet listed every plan, activity and responsibility by date. Columns supplied this information: basic event-shipping and personnel schedules; work schedulepresentations, theater, bullring; work schedule-display area, jai-alai court; notes; tie-in schedules. Calendar covered more than a month's activities. In addition to Philco personnel, printed schedules went to suppliers, ad agency and consultants.

Travel arrangements and entertainment in Acapulco were arranged by







KANSAS CITY 5, MISSOURI

Barney L. Allis, President M. F. Landon, Sales Manager When the phone rings from Washington, it could mean six weeks of gruelling work instead of a gravy train. But you won't mind because you'll be going on a . . .

# Trade Mission for Uncle Sam

By EUGENE C. HOSMER, JR.
Convention Manager, Philadelphia Convention Bureau

IT WAS IN EARLY MARCH when it first started. I was in my office and about the middle of the afternoon a call came through from Washington from a man I had never heard of and from an organization that I had never heard of. It was Paul Hawk, executive director, Foreign Trade Mission Program, United States Department of Commerce.

Hawk's conversation started off something like this. "Would you be interested in going to Morocco?" Well, since I had never met the gentleman

since I had never met the gentleman or heard of the Foreign Trade Mission Program and very little of Morocco, for that matter, I didn't know exactly what to say. However, Hawk quickly went on to say that the Foreign Trade Mission Program was interested in scheduling a four-man team of businessmen to Morocco for the purposes of developing trade and commerce between that country and the United States. He explained that my name had been recommended as a man who possibly could help to develop tourism and perhaps convention business between the two countries. He

ington and talk it over. One week later, after I made some arrangements to leave my office, I proceeded to Room 1860 of the United States Department of Commerce Building in Washington and spent the next five days there in briefing sessions from early morning until early evening. In the meantime, I found out that the Foreign Trade Mission Program, coming under the Department of Commerce, was actually set up by President Eisenhower in 1954, and that to date 62 missions had been sent out to different countries to establish trade and commerce between those countries and the United States.

80

asked me to at least come to Wash-

Now it seems that since Morocco had won its independence, and because interests of that country were important to our interests, as much as possible has to be done to maintain not only good trade relations but good public relations between the two countries.

I also learned that the Trade Mission Program to Morocco, as in other countries, had been and was tied in with the Foreign Trade Fair Department. United States attaches a great deal of importance to American exhibits at trade fairs throughout the world.

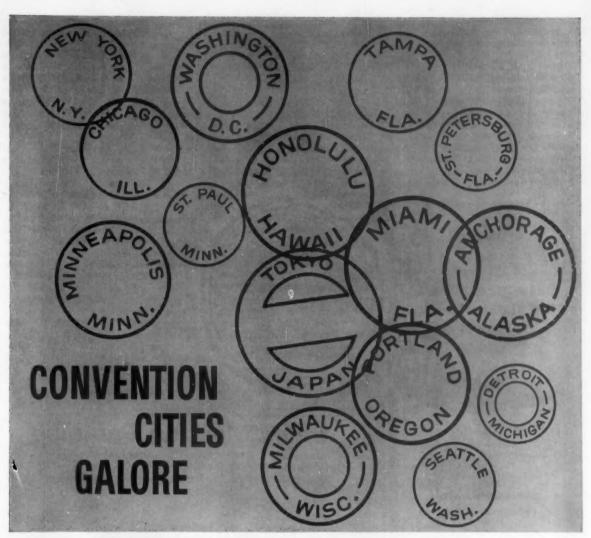
Trade Mission Department itself is quite an operation. It must have 40 or 50 people who are permanently engaged to train and send businessmen to all parts of the world. It schools them in techniques to deal with different peoples abroad; trains them in United States policy towards those countries; and gives them a briefing on every aspect of business and commercial life abroad.

It was quite an experience. Lectures, charts, the whole business, was crammed into five days. It is safe to say that when I left, I knew more about Morocco than any other American businessman outside of those who are doing business there day by day.

Of course, all through this briefing session I was still curious as to how I was selected. As near as I could figure out, my name had been recommended by several people both in



EUGENE C. HOSMER, JR., convention manager, Philadelphia Convention Bureau, (third from left) gets ready to board plane at Casablanca for the trip home.



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THE AIRLINE OF IMPERIAL SERVICE

\*They make wonderful sales incentives, too!

NORTHWEST Orient AIRLINES Philadelphia and Washington; and quite frankly I was flattered to think that they had invited me to participate.

Even while I was in Washington I got calls from my wife saying that a man had been around and was making inquiries about my personal background, my business life, etc. It was some time later that I learned the FBI made a thorough check not only on me but on my wife, my family, even on my parents and friends and the people with whom I associate. Friends kept calling me and asking

me if I was in trouble. Business associates came around and said that people were making inquiries. It was a little surprising to learn to what extent a security check is made before anyone is sent abroad by the government.

The briefing finally came to an end late Friday night after having spent nearly all Friday afternoon with Department of State officials where we listened to a man who had been flown in from Morocco to give us the latest story on the political nuances of the country at the moment. Other men who had been schooled in the culture and history of Morocco came in to describe further details of the country. We were given elaborate backgrounds on the people who ran the government at the present time. What the situation was politically with King Mohammed V, with the Prime Minister. And also the trouble that laid nearby in Algiers. Through it all, however - and I think this is important - we were told and constantly reminded that we went over as businessmen and not as agents of the United States Government. This was important for actually we went over with the privilege of speaking our own minds openly, freely, strictly as

businessmen and in no other capacity.

During the week we were briefed on various phases of exports and imports. Another team of men came in to describe the investment climate of Morocco. We sat down for hours with men who were experts on various phases of business and commercial life in Morocco such as phosphate mining, canneries, fish packing, wine producing.

My reason for going was to at-tempt to promote tourism between the two countries as I mentioned before. Since little - in fact practically nothing - had been done so far in this respect, there was not much information that could be passed on to me. As we all knew the French had been in Morocco since 1912 and now that they were out they had taken their professional tourism men with them. Moroccan people were left to devise ways and means to attract not only the American tourist but European, Scandinavian and many others who actually are excellent prospects as visitors to Morocco.

I was supplied with detailed information on hotels, transportation and other factors involved in tourism attractions. But aside from that, it was my responsibility once I got to Mo-





rocco to outline what I thought would be a good workable tourism program.

It was interesting to see how the Trade Mission Program worked. When I finally arrived in Casablanca on April 11, it became apparent that the four-man team was not there only to help Morocco develop new trade and business and to raise itself from an undeveloped country into a reasonably prosperous land where its 10,000,000 people could enjoy a fairly respectable life. It became apparent that the United States really had a definite stake in the affairs and future of this land. During my nearly two months stay there I had a chance to see the three air bases and the naval base there whose locations are important to the safety and security of U.S.A. To maintain these bases. it is necessary for us to maintain good relations with the Moroccan government. While no one said it, it was obvious that our being there could help to promote a good relationship between the two countries so that nothing would interfere with the maintenance of those bases for at least the next 18 months. So actually, you see, we represented not only American business but also America itself.

now we were successful in this respect.

We were well received. The Moroccan government is a new one although the country itself is one of the oldest in the world. Young men 26 to 35 run the government. Prime Minister is only 41 years old. Cabinet members are chiefly between 27 and 32 years old. Man who is comparable to our Secretary of Commerce is Omar El Manjara, age 30. A new position in the Cabinet has been formed to handle tourism. Omar Kadiri recently has been placed in charge of that office and he has had no experience in this field whatsoever. He is 29.

So, you see, we were over there to meet with these people; to compare information, experiences; and help them set up offices and technical programs which could help their country and in turn help ours.

I mentioned before, the Foreign Trade Mission Program is tied in However, it ended up that we served as a sort of co-host with the American ambassador on opening day only, and from there on we didn't have any connection with the trade fair itself. As a matter of fact, I believe Congress at the moment is about ready to appropriate money for a separate Trade Mission Program completely independent of the Trade Fair Divi-

Expenses for the trip to Morocco were handled in a typical government per diem basis. Of course, all our expenses were paid and in the case

in the WEST

depend on,









#### **Hosmer's Travel Companions**

These three executives, with Gene Hosmer, made up the trade mission to Morocco:

Mercel Franco, president East-West Development Corp., New York City. His forte is import and export. Currently he spends half of his time abroad in his work.

Raphael Durand, executive director, Puerto Rico Economic Development Administration. He explains how "Operation Boot Strap" raised Puerto Rico's economy to its present standard.

H. Herbert Hughes, deputy administrator, Business and Defense Services Administration, Department of Commerce. He was mission leader and only one of the four who represented U. S. Government.

of Morocco, we were allowed \$14 per day. We were given transportation authorization forms which permitted us to sign any necessary transportation vouchers and I know my round trip to Morocco and back ran something like \$1,029 first class by jet. With luncheons, dinners, receptions and parties, etc., we were able to just about break even on our per diem of \$14 a day.

Good hotels at the right price were available at all times, strange as it seems, so that helped to keep our expenses in line.

Trip itself was a fascinating one. From Saturday, April 11, to Sunday morning, May 23, I should tell you, we had exactly one day and a half off during the entire trip. I personally traveled 4,000 miles by automobile covering North and South Morocco, Sahara Desert, High Atlas Mountains and Riff mountain range. In Casablanca, Tangiers, Ouarzzate, Tinghviv, and Marrachech I talked with key government officials. I talked with tourism men in 42 cities. I conferred with hotel men, travel agency people and airline and bus company officials. I went out of my way to talk to tourists from all countries who were visiting Morocco, and even though there weren't a great many at the time I did manage to get good cross-section thinking of future prospects of Morocco as a tourist attrac-

To do this it meant my getting up

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#### ST. MORITZ

ON-THE-PARK 50 Central Park South, New York

Plaza 5-5800 Nancy B. Zabel, Sales M early in the morning, having break-fast meetings around 7:15-7:30. It meant conducting meetings beginning at 8:30 - 9:00 and running right on till noon at which time we would have another luncheon meeting with government officials or people interested in what we had to say. Because it is the custom to enjoy a lengthy noon hour recess, we couldn't contact any additional people nor would they contact us until about 3 o'clock in the afternoon. However, again, the cycle began with meetings, conferences until about 6:30 and even 7:30 at night. Then from 8 p.m. on we would again meet with some people generally for dinner or at a reception. Same conversation and same comparing of notes and exchange of information would continue until 10:30 or 11 p.m. This went on day after day, night after night. As a result of this heavy schedule, all of the men lost between eight and 12 pounds while they were there. This had nothing to do with the food, I might add, because we were certainly well taken care of in that respect. We were guests at so many affairs that no one would ever have a chance to say that he was not properly fed.

▶ It was a grueling schedule compounded by the fact that we had to cover an awful lot of territory in a short space of time. With the exception of one trip between Tangier and Casablanca by plane, all our transportation was covered by private automobile. We had two of them and two chauffeurs. Incidentally, in between meetings and conferences we had to submit periodic reports to the Trade Mission Department in Washington. One thing should be made clear. This was no junket.

As a matter of fact the heavy schedule, language barrier, and general problems that one faces in dealing with a country whose entire policy is based on government decision only, made us wonder to ourselves several times why we were giving up our own time to come to a foreign country to do this kind of job. We were receiving no pay for it, and in my case, I had already agreed to forfeit my vacation this year to devote the time to this work. I am still not regretful for having done it, but it is a most demanding activity — one which requires a great deal of hard work, stamina and understanding.

► And speaking of understanding, I might say that a man's family has to be pretty considerate of this sort of thing, too. With a wife and two young boys at home, I had been re-



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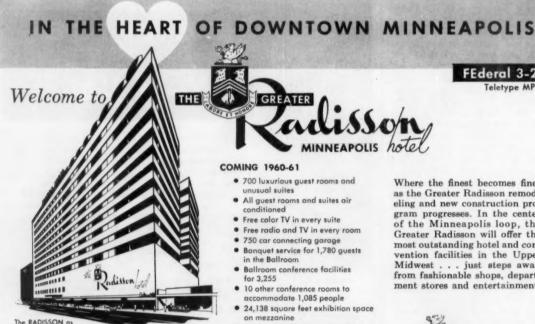
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ment stores and entertainment.



luctant at first to leave. Very fact that my day-by-day work is one that requires a great deal of travel and irregular hours at home made it even more difficult. But I do want to say, with an understanding wife, it was made a lot easier.

The mission, I believe, was a successful one. I know when I left that the people there were most appreciative for what we had done and what we were trying to do. Letters that I have received since I have returned indicate again and again the interest of these people to follow up on the

best technical methods and approaches that can be made to help their government enjoy a high standard of economic development.

I will tell you one more thing. If you get a call some day from Washington asking if you would be interested in going to Morocco or to Turkey or Greece or Sweden, you will know what to expect. If you decide to go, it will be quite a chore. But it will give you a feeling that you have done something really satisfying. If you should get a call, take advantage of it. You won't be disappointed.

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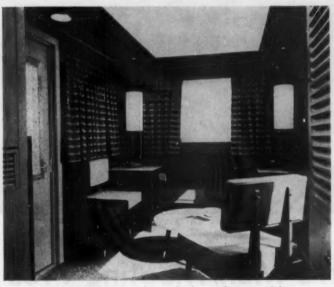
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#### Dow to Go Right to Architect's Door



CONFERENCE ROOM of Dow display trailer seats eight.

ARCHITECTS WILL SEE what products Dow Chemical Co. offers in the building field – right on their own doorsteps.

Company has prepared a mobile display of several dozen building products. Display will tour Ohio, Indiana, Illinois, and Michigan. Stops at architects' offices in more than 40 cities are planned.

Through the display Dow expects to get architects' suggestions on developments of new products as well as to increase knowledge of products it now markets.

Products are exhibited or put to use in a 45-ft. trailer showcase. It's hauled by a specially built two-ton truck. Display trailer has its own 110-volt generator as well as self-contained water supply, heat, air-conditioning, comfort facilities and a radio-telephone.

Conference area in the trailer seats eight persons. Plastics and other Dow products form part of the furnishings.



PITCH-PAK, a series of nested boxes is demonstrated by Frank Wagner, Close and Patenaude's creative director. Each side of box carries a message.



David Flood, director of films, arranges props on miniature stage for filming. New technique is called Magniscene. Before Magniscene, scenes were filmed from a flat piece of art.

# Kit Makes Scott's Men Meeting Pros

When distributor salesmen asked for more sales training and product data, Scott Paper went to work. Now its salesmen put on meetings with help of complete guide and kit of materials.

IT'S NO EASY TASK for 60 salesmen to stage identical sales meetings for distributors. Scott Paper Co., Chester, Pa., gets them to do it with

kits – one for each man. Kits contain filmstrips, props and visual aids. Meeting guide explains in detail how to use all the material.

Whole idea came about when Scott conducted an opinion survey among its distributors' salesmen last year. (Scott calls them merchants.) Survey showed that they wanted more and better sales training and product information. Company didn't intend to let that go by the boards.

Scott officials asked Close and Patenaude, sales promotion agency, to create and produce a sales training program for them.

Only one problem cropped up.



Accomplish More...Enjoy More—at the New, Convention-Perfect Diplomat!

A COMPLETE CONVENTION WORLD-IN-ITSELF...on its

own 400-acre estate bordered by the blue Atlantic...the magnificent new Diplomat Hotel and Country Club offers every

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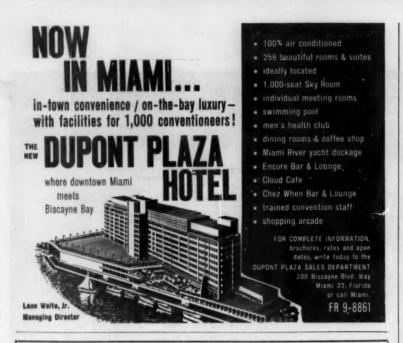
# THE DIPLOMAT.

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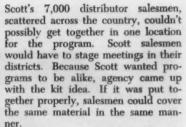
Write today for color brochure and complete information!
IRVING TILLIS, Director of Sales • GEORGE E. FOX, General Manager

THE DIPLOMAT / HOLLYWOOD-BY-THE-SEA / FLORIDA









Scott salesmen got in touch with the distributor in each district to see if he wanted the program for his salesmen. About 60 agreed.

Three meeting guides were prepared for Scott's men to permit greater flexibility. One contains material for six short meetings, one for three longer ones, and one for one threehour meeting. Distributor can have his choice.

Guides include live scripts, cues for use of visuals, check lists, diagrams for setting up the stage and even a list of retail outfits that carry the recommended film projector. Scott salesmen can't go wrong. Whole program is spelled out for him. All he has to do is follow the guide.

Program revolves around a color, sound filmstrip, "200 on Alfred." Part of it is shown at each meeting. Story goes like this: Two sales managers are sitting in an ice-cream parlor arguing whether men are born or made salesmen. Each takes the opposite view-point. Finally one bets \$200 that the other can't make a good salesman out of the next person who walks in the

Both cringe when they see who it is. Of course, it's Alfred, an inexperienced boy from the country. He knows nothing about salesmanship. He's sloppy and unkempt. Sales manager who has to train him begins to wonder if it was a mistake to bet "200 on Alfred." Remainder of the film is about Alfred's training period.

Film is actually a non-commercial pitch designed to review basic selling techniques that apply to any product line. Scott name is mentioned only at beginning and end. Film will be available to other companies in the fall. reveals Close and Patenaude.

Agency used its new technique, Magniscene, to produce the film for Scott. Technique offers more realistic stage settings, depth and a threedimensional effect - all for a lower

Before Magniscene, each scene was filmed from a flat drawing or photograph. Once scene was filmed, artwork was thrown away. It couldn't be used again. Now, Close and Patenaude save a portion of this art. Instead of filming each scene from a



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Director for Sales

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drawing or photograph, agency uses four- to six-inch cardboard pieces for each character and prop. Many of the pieces can be re-used in different scenes in the same film and many can be saved for use in future films.

Pieces are arranged on a miniature tin stage for filming. Magnet is attached to the back of each piece. Magnet attracts the tin so pieces remain upright. Photography director, art director and over-all director are always on hand to make sure everything is set up properly for filming.

So far agency has produced 15 films using this technique. It now has a 2,000-piece library of cardboard props and characters for use in future films. Each character comes in a variety of poses - full face, profile, sitting down, standing up, etc. And props are made up in every possible angle, too.

Saving on artwork alone is enough to warrant the technique. Agency can now produce six films for the price of four produced by ordinary methods. It hopes to bring cost down even further in the future.

But there are other advantages besides cost. Since scenes aren't produced from flat artwork, depth is obtained. Agency uses a bright spotlight when filming so pieces cast shadows. Shadows give them a threedimensional effect. Magniscene also permits real props, such as textile swatches or small items.

► In addition to the film, large portion of the remainder of the Scott program is built around a completely new visual aid. Designed specially for Scott, it's called Pitch-Pak. Pitch-Pak is a series of nested boxes about 15 sq. inches in size. Each side of each box carries a message - word, slogan or drawing.

Scott salesman uses boxes to emphasize key points in his presentation. Meeting guide gives him complete diagrams on how to stack boxes for best effect in relation to script. Boxes serve same purpose as a flip chart.

Cue numbers or words are printed at the top of each box. Thus representative can tell which box panel is seen by the audience. He doesn't have to interrupt his talk to look down. Fingerholes cut in the top of boxes permit easy handling and placing

Pitch-Pak was so enthusiastically received by Scott, Close and Patenaude will make it available to other organizations. It can help tell any story. Boxes can be stacked during a presentation to emphasize important points as they come up. They can be restacked at the end to emphasize key points in the whole presentation. Or



## specially for you and your meetings

In the summer of '60 Detroit's new Cobo Hall will make its bow as an impressive showcase for companies such as yours. A year later the magnificent Convention Arena will begin hosting your festivities. New hotels and motels are already reflecting the luster of Detroit's newness.

But the newness of Detroit is more than skin deep now that we offer our newest service . . . a service that consists of newness itself. When your company goes on display it can perform in style by having all new booths and accessories. Our complete new inventory of draperies, carpeting and furnishings will give your display the setting it deserves.

ALL NEW Tubular steel booth frames-safe, sturdy and easily adjustable.

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So, pull this page and drop it in your file labeled "conventions." Or better yet, drop us a note now and get the full story of our convention services and our tasteful. budget-hugging display work.





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Convention facilities for up to 400 persons. Golf. Tennis. Shuffleboard. Swimming Pool. Boating. Fishing. Clambakes. Shore Dinners. Easily reached by super highways.

SEASON: May thru October.

For color brochure and details write James Barker Smith, President they can be used for display and stacked before the presentation begins.

And they can be stacked in a variety of ways. They can be stretched out end to end. They can be placed one on top of another with the big box at the bottom and the small box at the top. They can be stacked pyramid style.

Boxes are available in two sizes. Scott size, 15x15x15, is effective for large groups. Inside boxes diminish a half inch per box. (Agency has found that a smaller size, 7x7x7, is especially popular for desk top presentations and small group meetings.)

Scot paid about \$3,300 for 70 sets

Scot paid about \$3,300 for 70 sets of boxes. (Costs vary depending on number of sets wanted and amount of creative work necessary.) Scott's boxes were mostly line artwork.

Close and Patenaude made up many other visuals for the 92-piece Scott kit. Pegboard and golf tees are used to display signs. Signs also emphasize important points of the presentation. They point out such things as "You have to SHOW before you can SELL," "Saleability + sales abil-

ity = (picture of a money bag)." Oneword signs point out features of Scott products. They include "strong", "absorbent", etc.

Kit also included a variety of props. For instance, weights and a tray of oil were put in to demonstrate the strength of Scott wipers. Distributor salesmen are told to put on this demonstration for their customers and prospects. "Soak a wiper with oil, wring it out and open it to show that it doesn't shread or fall apart. Place the weights on it to show that it still has lose of reserve strength."

Three giant keys show distributor salesmen that they hold the keys that open the door to more sales. "Keys" are trademark recognition, quality products and acceptance. In other words, salesmen have saleable products. Rest is up to them.

Program was introduced to distributors and Scott brass at Miami Beach convention in January. Distributors were pleased. Their salesmen had asked for more sales training and product information. Now they're getting it in a big way.





"You can skip the flowery introduction."

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The incomparable Jung . . . largest and finest convention hotel in the South. 1100 guest rooms, 10 oustanding meeting rooms including the Tulane Room (stage, service elevator). Delightful guest rooms and service in America's most colorful city.

	FUR BANGUETS	WFFIING2
Tulane Room	1,000	1,400
Green Room	200	250
Tulane and Green Room	1,200	1,650
Map Room	100	125
Map Room	60	75
Plantation Room	80	100
Rouge Rooms	80	100
Audubon Room	40	50
Old New Orleans	35	50

OFFICES

 Washington
 EXecutive 3-6481

 New York
 Circle 7-6940

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 MOhawk 4-5100

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Completely air conditioned - TV and radios

Fabulous Charcoal Room — Comfortable Cocktail Lounge

# Answer to Off-Beat Exhibit Requests

Simple system to evaluate requests for your company's exhibits for non-commercial events. It is done with mailed questionnaire to show sponsor.

> By DANIEL J. SCHERER Manager, Public Information Atomic Industrial Forum, Inc.

ARE YOU ASKED to supply exhibits for off-beat events more than ever before?

Industrial firms and organizations are approached more often each day with requests from civic groups, schools, community organizations, banks, museums and the like, for actual displays, pieces of equipment and samples of products and materials to incorporate into a local or regional exhibit. This is in addition to sales approaches from a multitude of organized trade shows which compete annually for a share of your company's time and sales promotion budget.

If your organization is engaged in (or considering) a program to achieve maximum public relations mileage for exhibit materials in order to build "corporate image," then here is a device that will help you separate the worthwhile from the value-short among the first type of exhibit opportunity (non-commercial).

Too often, such requests arrive in a haphazard fashion. They lack even the most basic information that you need to evaluate the exhibit opportunity — before it spends funds for packing, shipping and erecting materials.

▶ While many companies would like to extend the use of displays while they are "between shows," they often are forced to judge the opportunity on the basis of a vague initial contact. Same holds true for an association which is often asked by its members to pass on a civic undertaking with a similar lack of background information.

Responses to the questionnaire

In response to your request for . . .

#### Industrial Exhibit Materials

BEFORE THIS ORGANIZATION can act upon your request of for exhibit participation in the subject event, pertinent information must be provided by the sponsor(s) of the event, or by the group requesting our participation. Completion and return of this brief questionnaire will result in speedy consideration:
(please type or print) 1. Full title of event is: ...... at following site: 2. Sponsor of event is: ........ type of organization , and event which is a ..... has official support of ... local government agencies, civic officials, etc. 3. Purpose of event is as follows: 4. Representative of sponsor authorized to complete arrangements 5. Expected attendance .....; attendance last year ; admission charges (if any): ....; 6. Public liability and property damage insurance bond is required to safeguard any liability to the company as a result of participation in this event. This requirement applies, of course, only to persons and property other than company personnel participating. Amount of indemnity or liability insurance endorsement for personal injury or death and property damage in connection with participation should be adequate for normal participation. Will this insurance bond be provided by the sponsor(s)? ... 7. Will security arrangements be made for industrial equipment 8. Will adequate hotel accommodations be available for personnel connected with installation of displays or manning of displays (if required)? Names of hotels suggested: . . . 9. Is adequate transportation available for exhibit personnel between site of event and hotels? 10. Will qualified installation and dismantling assistance be made available — at no charge to participants? ...... 11. Area available for industrial exhibits is ...... long, wide. 12. How much space is indoors? . . . . . . . . . Outdoors? 13. Will electric power and service for connections be made avail-

(continued on page 98)



A TISCH HOTEL . CHARLES CRADDOCK, Gen. Mgr. . OCEANFRONT, 95th TO 98th STREETS . BAL HARBOUR, MIAMI BEACH, FLORIDA



#### Super-Power Projection Adds **New Wallop to Presentations!**

SHARP, BRILLIANT COLOR, REAR-PROJECTION

Spectaculart slide presentations use higher wattage — up to 10,000 watts — to produce intensely brilliant image: Keeps audience alert, sharp, receptive, enthusiastic!

receptive, enthusiastic!
Full service includes art, photography, equipment rental, slides, screens, operators, rehearsal—the whole package or any part!
Projectors are magazine fed, push-button operated. Screens 3 to 30 feet wide. Custom-made equipment for impossible jobs!
Motion picture, animation or semi-animation available. Fer complete service write or phone:

#### MOST POWERFUL PROJECTION ANYWHERE

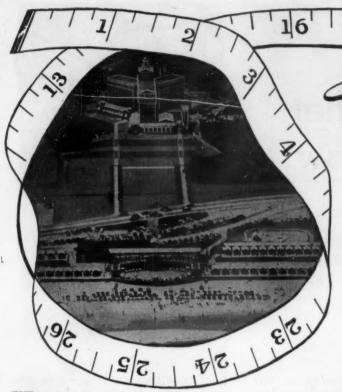




14.	If event is to be staged indoors, generally describe the facility in which exhibits are to be shown (submit dimensioned diagram of floor plan if available): Height of ceiling?
	Type of floor (wood, concrete, other): Floor loading capacity: Size of openings through which exhibit equipment can enter building: Type of electric current available: Type of lighting: Size and load limits of freight elevators:
15.	If event is to be held outdoors, indicate the following:  Type of surface (paved, gravel, brick, grass, other):
	Type of electric current available:  . Any obstructions to affect loading and unloading of materials?
16.	Will forklift or similar equipment and qualified personnel be made available for loading and unloading company equipment and displays?  Is parking space available for company vehicles?
17.	Will first aid or other medical facilities be available at the site?
	Will facilities be available to show company films?
19.	Composition of audience: general public ; technical groups ; ; other specialized groups ; (please indicate percentage each type).
20.	Other companies or organizations participating:
21.	Are provisions to be made for distribution of company literature?
22	Date when advance publicity is to start:
	Publicity outlets which will be employed (newspaper, radio-tv, business magazines, etc.):
24.	Person to be in charge of press relations?
	Description of associated events (lectures, seminars, motion pic-
	tures):
For	the Sponsor(s) signature and title
	Organization
	Address & Telephone
ber pers	avorable decision on this application is dependent upon a num- of factors including availability of appropriate displays and connel, type of audience anticipated, company expenses in- yed, etc. Careful completion of this questionnaire is essential to bus in our final decision.)
Add	lress your reply to:
	Company
	Address

which follows (and which would be sent immediately to the organization that requests display materials) give a company or association the information it needs to make an intelligent decision, and provide, in the future, a yardstick to evaluate new requests.

(Each company will, of course, find sections of the questionnaire which may not be particularly applicable to its situation, but the questionnaire offers a basic framework upon which to hang requests for essential data.)



# Tailored to your group

The Cavalier is "made to order" for groups up to 350 under one roof. Since yours will be the only convention in the hotel your convention receives the full personalized attention of our entire staff and every phase of our complete convention and recreational facilities. You'll find The Cavalier a perfect fit in every way—Write for convention brochure and incentive plan rates. 100% Airconditioned and Fireproof.

Sidney Banks, President Gordon Shoemaker, Managing Director R. E. Derring, Sales Promotion Manager

• YACHT & COUNTRY CLUB • 3 POOLS •

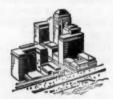
. BEACH AND CABANA CLUB .

Cavalier

VIRGINIA BEACH, VIRGINIA

#### FLAT STATEMENT

There are many excellent mountain resorts, but you'll have a better convention here . . . on the level.



#### CHALFONTE HADDON HALL

on the Boardwalk, Atlantic City, N.J.

Owned & operated by Leeds & Lippincott Co. for 69 years

Write for illustrated folder

#### EXECUTIVES

R. W. LEEDS • JOSEPH I. McDONELL
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LAWRENCE B. RAUGH • JAMES E. KNAUFF
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# Unsumpassed Convention Facilities - Yet you pay no more!

- The PALM BEACH
  Biltmore
- Over 500 air-conditioned luxurious rooms and suites.
- 8 meeting and private dining rooms —
   25 to 750 person capacity.
- Main Dining room with 1,100 capacity
   the cuisine is exceptional.
- 10,000 square feet of exhibit space.
- Public address systems, audio visual equipment available.
- A complete convention staff with a member detailed to your affair at all times.



tus deep sea fishing - golf - tennis courts - Olympic salt water pool - beach club - shuffleboard - sun deck - cabana colony - cocktail lounges - nightly entertainment.

And every member of your group, will receive the ultimate in accommodations and service. Hospitality and interest in your gathering and its problems is our business!

For further information, please write, wire or phone—L. E. Ames, Director of Sales, Palm Beach Biltmore, Palm Beach, Florida.

# Watch That Stage Show!

Pitfalls when you plan a stage show to entertain a convention: hall selection, talent hiring, dealing with theater management and comedians. Here's how it all happens . . .

PRODUCER

By G. C. SHEAHAN\*

JUST THE OTHER DAY, two gentlemen dropped in my office and said (in unison), "Gerry," they said, "what are some pitfalls we can avoid in producing a stage show, large or small, for a convention?" Quicker than you can say, "The ball's in your court," I launched into an extremely lucid rundown of my current pitfall list.

Upon completion of my spiel, my guests revealed themselves as auditors and took me into what they have politely described as "protective custody." Thus, the whole effort might have been wasted, had not my secretary recorded my remarks for want of something better to do. The following, including typos, is her version of my remarks:

Pitfall 1—"Hiring the Hall": Lamentably, the stage show producer usually has little control over selection of a suitable auditorium. In fact, this is usually a "fait accompli" long before he gets into the project. Location for the show is frequently picked by someone who, 'though well-intentioned, knows little about physical requirements of a good show.

Recently, we were producing a show for the Amalgamated Turbine Purchasers of America (ATPA) when their representative, Harry T. Bucket, called to inform me that he had leased a grand place for the show. As I recall (after a liberal dosing of sodium pentathol), the conversation went like this:

HARRY: . . . that's right, kiddo . . . I'm just back from Great Forks and I've leased a peachy hall for the

ME: . . . well . . . ah . . . that's swell, Harry. What did you line up for us?

HARRY: Basement of the "Friends of Luther Burbank Hall." It's terrific – the bar can be right at the back of the room and they'll operate during the show!

ME: (shuddering) Listen, Harry, I've heard of the FLB Hall before there's no wing space, no stage and the biggest electrical load they can take is three amps!

HARRY: (breezily) Well, kiddo, it looks like you've got your work cut out for you . . . after all, it's your show!

ME: Harry . . . did you reserve the hall for rehearsal and set-up?

HARRY: You betcha, kiddo! Our show is the night of the fifteenth so I reserved the whole afternoon of that day for us!

ME: Golly! The whole afternoon!
HARRY: Check! Of course, there's an
automobile show in there that morning . . . but I think they'll clear
out pretty fast!

ME: (humbly) Check, kiddo!

MORAL: Try to have some influence on the selection of the showspot.

Pitfall 2—"Hiring Professional Talent": This, of course, is the show producer's responsibility. Regretably, however, everyone's fascinated by "show biz" and has his own particular tastes when it comes to performers. Harking back to the ATPA show, here is a pretty depressing transcription of a conversation that took place in the ATPA executive offices two weeks before the show:

ME: (concluding) . . . and that, gentlemen, is our talent line-up for the show. It'll be a nicely balanced evening of entertainment.

ATPA PRESIDENT: Ugh! Ain't nobody there I ever heard of. Say you oughta catch this specialty dancer (he winks lasciviously) that's doing her act down at this little place on 14th Street.

ME: Well, I'd certainly like to do that; but, frankly, something like that wouldn't quite fit the general tenor. . . .

1st V-P: (interrupting) . . . Why don't we have some really big names in this show? . . . Somebody like Bobby Breen!

2nd V-P: Yeah! ME: Well, frankly . . .

PRESIDENT: (interrupting) Listen
... my wife is pretty partial to

<sup>\*</sup> G. C. Sheahan is producer, Visual Education operation, Apparatus Sales Division, General Electric Co.



# MEETING, ANYONE?

Convention bound? Western Hotel hospitality awaits in Portland. At the Multnomah, you'll find every single detail to your convention's liking. Deluxe accommodations for all delegates, perfect meeting rooms serve up to 900 persons, bountiful parking, movie and sound systems, every facility makes it ideal. The Grand Ball Room (above), for example, provides a stage, dance floor, ample space for up to 500 persons.



The Empire Room, one of many, allows room selection singly or in combination for the smallest committee group or the largest, 500 persons, gathering.

One reason the Multnomah is known as Portland's "convention hotel", the Grand Ball Room, serving up to 900 persons, has hosted organizations of regional and national scope.

The Marine Room is popular for its decor and size, comfortably providing space for 175 persons for meeting or 125 for banquet.

_			
		Meeting	Banquet
	Grand Ball Room (combined with)	500	350
	Emerald and		
	Colonial Room	800	600
	Colonial Room	125	100
	<b>Emerald Room</b>	100	80
	Rose Bowl	800	600
	Marine Room	175	125
	Cameo Room	75	60
	Empire Room	500	350
	Junior Ball Room	200	150

PLUS 5 other rooms, each accommodating 30 to 125 persons

Write today for complete convention information, pictures and brochure.

# MULTNOMAH Western HOTEL

S. W. 4th & Pine Street—Portland, Oregon
National Sales Office, 37 South Wabash Avenue, Chicago



When in **SEATTLE**... meeting and conventioneering is best at the famed *Olympic* Western *Hotel*—convention headquarters in the Queen City.

Dale Robertson! Why don't you sign him and make this whole thing into a Western show!

ME: We could do that, of course . . . but time is running . . .

PRESIDENT: (interrupting) . . . Well, we're not gonna tell you how to put your show together . . . just thought you'd want to get our reactions.

1st V-P: Check! ME: (humbly) Check!

MORAL: Be polite but firm with amateur casting directors.

Pitfall — "Dealing with Theatre Management and Staff": Establish an early, close-working relationship with the management and staff of the theater, hall or auditorium. It is essential to a successful show. Since most show spots retain a permanent staff of stage manager, electricians, etc., you'll be depending on their assistance in production.

Unless properly handled, these people will regard you (not unnaturally) as merely another producer among a series of 250 whom they see during the course of the year. An advance trip to meet them, tell them your plans and learn their capabilities is well worth the effort. Failure to do this can result in disaster.

Prior to the recent ATPA show, press of other business prevented me from making such a visit to the Friends of Luther Burbank Hall in Great Forks. Arriving two days be-

fore the show, I hastened to rendezvous with the stage manager. Through a fog of horror, I seem to recall the following dialogue:

STAGE MANAGER: (cordially) Whadya want?

ME: . . . er . . . hi, there! I'm producing the ATPA show here on the night of the 15th.

STAGE MANAGER: (scanning dogeared paper) Oh, yeah! That's the prune-canning outlit?

ME: (heart-in-mouth) No! no! no! This is the Amalgamated Turbine Purchasers of America! Your hall is definitely reserved for us for the afternoon and evening of the 15th!

STAGE MANAGER: (sympathetically) You're crazy, friend . . .



oops! Did you say ATPA?

ME: (wearily) Check!

STACE MANAGER: You're all set!

I thought it was the APTA . . .
the American Prune Treaters Association . . . they're in here on the 16th. So what's your show?

ME: Well, I thought we'd have a stage down at that . . .

STAGE MANAGER: (interrupting)
Can't.

ME: (crisply) Why not?

STAGE MANAGER: Sump pump is down there and when the river rises, this basement sure fills up.

ME: (aghast) Is that liable to happen? STAGE MANAGER: (calmly) Usually does at this time of year.

MÉ: (shifting to a more heartening topic) Now, we'll want to fly three flats and . . .

STAGE MANAGER: (cheerfully)
Can't.

ME: Oh?

STAGE MANAGER: The prune people are gonna fly some big boxes o' prunes and I told 'em to go ahead on the 14th. Them prune people sure are nice to work with (he rubs fingers together):

ME: (humbly getting out wallet) I'm sure we can work out something. STAGE MANAGER: (leering) I kinda

get that feeling, too.

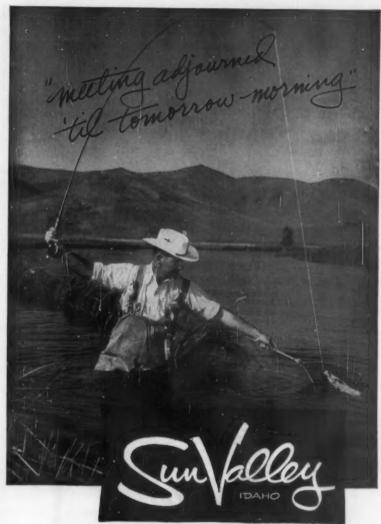
MORAL: Well in advance, establish good working relationship with theater staff and management.

Pitfall 4—"Comedians": Most of my friends will vouch for the fact that I enjoy a laugh as much as the next man. In short, I love a good comic—but I won't employ one for an audience of customers, my own company executives or, now that I think about it, of any group that can have any influence on my meteoric career.

I don't want to malign the art of professional comedy, but the truth of the matter is that people have, as a result of TV, become a bit spoiled on comics. Nothing but the best is satisfactory. Even if your budget can afford a top-flight comedian, chances are that he's in such demand that he'll have to play the same tired material that he used at the Pocono Boating Club show in 1926.

Comedians represent other problems, too. This is best exemplified by the following deathless dialogue between myself and TV-comicstar Milton Schlock (at this time I was seriously considering hiring Milton for my much-talked-about ATPA show).

SCHLOCK: . . . of course, friend, I can't say too much without my



#### YOUR COMPLETE CONVENTION CENTER

Here's a happy man attending a convention. The day's business was wrapped up half an hour ago and he'll be on deck in the morning really refreshed and ready to work, after relaxing at his favorite sport. If you like to make convention business a pleasure, then Sun Valley is for you.

We'd welcome the opportunity to show you how nicely our facilities and activities will fit your convention requirements. For free convention folder and the complete story, just write Mr. Winston McCrea, Manager, Sun Valley, Idaho (or phone Sun Valley 3311).

#### MEETING ROOMS

No. of Rooms	Max. Capacity
OPERA HOUSE	500
DUCHIN ROOM	100
SLALOM ROOM	100
Numerous smaller rooms	20 to 50

#### BANQUET ROOMS

BANGUET KOU	ma
No. of Rooms	Max. Capacity
LODGE DINING ROOM	350
CONTINENTAL	600

Liquor by the drink available per state laws except Sunday and designated holidays.

#### PATES

		RATES	
AMERI	CAN P	LAN EUR	OPEAN PLAN
118	*****	per person, two	RATES ON
		per person, single room	REQUEST
		CADACITY	

Sleeping accommodations for 500 persons



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#### WHY SKYTOP?

For executive meetings and top management groups Skytop Club, in the nearby Pocono Mountains, is the undisputed leader. This scenic 5500acre estate provides complete isolation and every physical attribute for group meetings-10 to 300.



- \* Private club atmosphere, distinguished
- Excellent meeting rooms, equipped with all professional requirements
- Easily accessible (only 100 ml, from N. Y. and Phila.)—Serviced nationally by leading reliroads and 5 airlines
- Outstanding cuisine-private dining roo
- Superb facilities for relaxation and recreation, including 18 hole championship golf course
- Beautifully appointed accommodations Write for Conference Booklet and complete details

SKYTOP CLUB Secluded in the Poconos BOX 30, SKYTOP, PENNA. . Wm. W. Malleson, Jr., Gen. Mgr.

Phone: LYndhurst 5-7401

Outdoor, Indoor Saltwater SWIMMING POOL



v unique coffee shop. Spacious guest rooms (air-ditioned) fresh and salt water baths. Ship's Deck rlooking Boardwalk. Boardwalk Lounge. Famous Iburne Dining Room, Golf on two courses. Ice skating (winter season).

Ten magnificant meeting rooms featuring GRAND BALL ROOM and KERRY HALL. Seating capacity 1000. Banquer capacity 400.

Write MARCUS FORD, Vice President in Chart Telephone ATLANTIC CITY 4-8131



#### Executives

Consider the advantages of Consider the advantages of the Edison's newly decorated and magnificent Banquet Halls. No finer facilities any-where, sensible prices...con-veniently located in midtown Manhattan.

Accemmodations: 20 to 1000

For Reservations call Robert D. Howard

Circle 6-5000

ideal facilities for Sales Meetings

EDISOI

46th to 47th Sts

Just West of Eway

Conventions Incentives



1000 Air Cond. Rooms, all with Tub, Shower and

Radio

GREEN ROOM

A Personalized Hotel in the Heart of the Theatre District and Radio City

Milton J. Kramer, Pres.



#### Supremely Suitable for SALES MEETINGS CONVENTIONS · BANQUETS

A distinguished hotel - with a distinguished name - in the heart of the city nearest everything, with complete facilities for everything.



- \* Luxurious Guest Rooms and **Executive Suites**
- **Closed Circuit TV**
- Meeting and Functional Rooms for 10 to 850

MICHAEL A. DEVITT, Sales Manager 1512 SPRUCE STREET . Kingsley 5-0100 8. 8. LEIDER, Managing Director

#### The Southwest's most popular Meeting Place

Your visit to Phoenix, for pleasure or for business, will be more enjoy-able with the Westward Ho as your headquarters.

Entire hotel air conditioned by refrigeration. Soo delightful rooms and patie suites. Dining room, coffee shop, cacktall lounge. Palm-shaded patie and pool. Meeting rooms for groups of 5 to 1500 persons. Complete convention service department.

department.
Central location — ample parking.
Open the year around.

The Westward Ho's new Thunderbird Room seats 1500, dines 1200. The-atre stage. Street level doors for display de-liveries.

HOTEL WESTWARD HO

Phoenix, Arizona

agent here, but I think I can really throw a little life into this auto dealer outfit!

ME: Well . . . excuse me, Milton . . .

but these people aren't auto . . . SCHLOCK: (interrupting) Who cares what they are, friend! They're all people and I love all of 'em . . . they love me, too! Listen, I gotta couple routines with a pair of breakaway pants that'll kill 'em! You know . . . not dirty . . . just add a little spice to the evening!

ME: Milton, I'm not sure if . . . SCHLOCK: (interrupting) Say, friendl I'll do my routine where I'm "A Recruit in the A.E.F."! It'll kill 'em!

ME: The "A.E.F."! Listen, Schlock, that's going back pretty far!

SCHLOCK: So, we'll call it the U.N. Police Force! Whattaya want—new material for \$5,000! . . . Hey . . . will this thing be over so I can do a bit over at the Puce Slipper at 11:30?

ME: (firmly) Milton, I think you'll be able to make it very easily.

MORAL: Comics should be seen and not hired.

(Incidentally, you've probably been wondering about the ATPA show; they loved it!)

### World's Biggest Shopping Cart



CART goes into station then is filled with giant products.

LIFE'S ADVERTISERS of supermarket products got more than they bargained for in May. Magazine sponsored a display of a giant shopping cart laden with jumbo dummy packages of supermarket products. Cart was placed in Grand Central Station, New York City, for three weeks and Atlantic City for one week.

Display is a special salute to the supermarket industry. Cartful of items represents 202 supermarket products from 147 companies that advertised in Life from January through April, 1959. Product listing of all supermarket product advertisers during these months is attached to the cart. Facings of the packages were rotated often so all advertisers could get as fair an exposure as possible.

all advertisers could get as fair an exposure as possible.

Product categories include foods, health and beauty aids, soaps, cleansers and polishes, confectionery and soft drinks, beer and wines, smoking materials and household supplies.

Cart is 12.5 ft. high, nine ft. nine inches long and 6.5 ft wide. It was placed in the main area of Grand Central Station for the first three weeks in May. During the last week in May it was placed on the boardwalk in Atlantic City in front of the Super Market Institute beadquarters.

Life started to plan for the display about two months in advance. Purpose was to dramatize that Life magazine is the top food and food products advertising medium, says Arthur Chadwick, Life's merchandising manager.

Display will not be used again in the near future. It's served its purpose, says Life.



CONVENTION SECRETARY,
BERKSHIRE HILLS CONFERENCE
50 SOUTH STREET, PITTSFIELD 96, MASS.

JOIN THE TO INFORMAL CONVENTIONS,





RECEPTIONIST Jean Shira welcomes all American Optical Company convention goers. She presents each one with a name tag and an "Add a Pair for Outdoor V/ear" button.



PRODUCTS for 1959 are displayed in special show cases.

# Time and Cash Cut for Regionals

Assigned responsibilities to regional offices via plan book is major step. Home-office rehearsals trim fat from program. Fit material into one day instead of two. Plan for emergencies.

EVERY YEAR it's the same problem. You have to bring your marketing and sales promotion plans to a wide-spread selling organization. It can take a lot of executive time on the road. It can be expensive. But, it doesn't have to take too much time and it doesn't have to involve huge sums.

American Optical Company has evolved a pattern that cuts time and cash outlays. System entails careful advance work and assigned responsibilities to regional offices.

American Optical operates under a regional sales setup. It divides the country into 10 areas with headquarters in Boston, New York, Philadelphia, Atlanta, Pittsburgh, Chicago, Kansas City, Dallas, Los Angeles and San Francisco.

AO's 255 branch laboratories that compound eyeglass prescriptions for the eye care professions in their immediate area, are divided among the 10 regions and are located in almost every principal city in the United States. In addition, the company lists

approximately 200 franchised distributors

Planning responsibility for a series of 10 identical meetings, one for each of the companies' regional headquarters cities, is assigned to H. P. Brigham, manager of advertising, assisted by W. W. Cloyd, sales promotion manager.

As the first step, a series of meetings with product managers is held, starting two months before scheduled sales meetings. Information on new products are gathered, color slides taken of each, and speeches written by the managers.

At the same time, an extremely tight travel schedule is arranged for management personnel who are on the meeting program. Factors considered include possible delays that could be caused by snowstorms, regional city preferences for meetings (Sunday is traditional in Dallas, Monday taboo in all) and alternate methods of transportation available.

In order that key management people are not out of the Southbridge, Mass., headquarters for too extended a period, the meeting schedule is arranged to cover four Eastern cities in six days, and the six remaining cities, in seven days. Thus, in 13 working days, it is possible to hold 10 identical sales meetings to cover a sales force spread over the entire country.

To insure a complete uniformity at all meetings, a comprehensive "Regional Meeting Plan Book" was compiled by AO Advertising Department for the 1959 meeting. This was sent to each regional manager one month prior to the scheduled start of the meetings. This 20-page book outlined in step-by-step form, exactly what would be supplied by the Southbridge management team, and what would be required from individual regional managers.

The 13 separate sections of the plan book began with the meeting schedule, audience to be invited, program and room arrangements. It outlined what hand-out material would be provided by Southbridge, hotel reservations needed, meals to pro-





# ONLY NATIONA

serves so many (18) Florida cities . . . more than any other airline. If you are convention bound to Florida be sure to take advantage of National's convention travel "know-how" and famed luxury Star or economical Club Coach service. National makes convention attendance doubly enjoyable. For information on transportation planning, sales incentive plans, charter services-contact Convention Manager - National Airlines, Inc., P.O. Box NAL, Airport Mail Facility, Miami 59, Florida.



Business Conventions at the Barn
. . . different, complete and productive. Barn's Convention Office
will tailor plan facilities to meet
your requirements plus offers to
you the advantage of 1600 private
acres in the beautiful Berkshires

... finest accommodations (private banquet facilities available), scrumptious foods, an experienced staff to cater to your every need, full recreational facilities including golf (private course on premises), riding, swimming (heated pool), fishing (privately stocked pond), hiking, tennis, softball, trapshooting, handball, horseshoe pitching, badminton and hosts of other sport activities.

Write Box S5 for Free Color Folder



#### Glad to GREET you

- With complete facilities that assure a successful carefree meeting
- With hotel or private cottage accommodations, fine food, interesting sports facilities, etc.
- With personalized attention to good service and come-back-again hospitality
- 90 miles from Phila. & N. Y. C.

  For information call our offices in

For information call our offices in: N. Y.- LO 5-1115 • Phila.- KI 6-1937 or write: EDWARD C. JENKINS

THE SKYLINE INN cottagos

MOUNT POCONO, PENNSYLVANIA at the Top of the Poconos vide, speeches to be used by host regional managers, and publicity arrangements.

▶ As a positive check, the final page of the instruction book was in the form of a receipt to be signed by the regional manager and returned to Advertising Manager Brigham. Blanks were included to be filled in by the regional manager with name of hotel where the meeting was to be held, and where the Southbridge personnel would be housed.

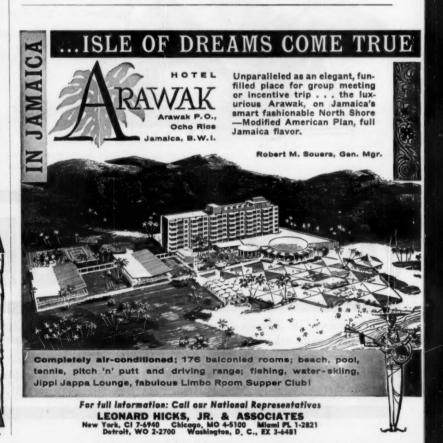
During the month of December, dry runs were made in Southbridge of all speeches, accompanied by prepared slides. Product managers sat as their own audience, criticizing each other's efforts until the presentations were as trim and concise as possible. Length of talks varied from 15 minutes to one hour, depending on the importance of the subject in the 1959 sales plans.

Nine men from headquarters office made up the Southbridge team. These included Vice President Victor D. Kniss, Brigham, field sales manager, manager of distributor sales, and five product managers of AO's principal lines: frames, lenses, outdoor eyewear, cases, and instruments. In addition, there was an advance man who traveled one day ahead of the team to make a last-minute check on meeting arrangements.

Meetings ran from 8:30 a.m. until 5:45 p.m., with a one-hour break for a buffet lunch in a private dining room. Attendance at each meeting ranged from 80 to 100 people. All seating arrangements were in school room style, with the audience facing forward at tables covered with white cloths. Speakers stood at a lectern, on a raised platform, 8 ft. deep by 20 ft. long, and 8 inches high. All those who attended were supplied with printed copies of the day's program, identification badges, notebooks and pencils, and envelopes to hold promo-tional material. All of this, including the hand out material, products, ban-ners, and trade-marked draperies, had been previously shipped to each region from Southbridge.

Regional managers were responsible for supplying projection and sound equipment, and display props for the products received.

► Each speaker was responsible for the slides which were used in his talk.



He carried them throughout the tour as part of his luggage. As insurance, a duplicate set of each was kept in Southbridge. The meeting group also carried a spare slide projector for emergencies.

No detail was too small to be overlooked. Music for premeeting use was specified ("River Kwai March"). "Projection screens must be beaded, ample ash trays ordered, and all meeting material to be in AO Red and White

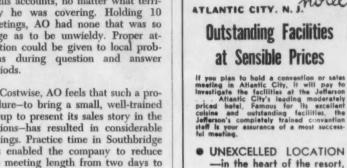
Publicity releases, with the date line of each regional city were pre-pared in Southbridge and hand carried by the advance man to each meeting. On the meeting morning, a copy was delivered, by messenger, to every newspaper in that particular city, to give newsworthy details of the company's 1959 product plans. In order to obtain additional publicity mileage from the meeting, service and sales awards were presented at the conclusion of each, with the event recorded by local commercial photographers. Prints and stories were sent to hometown papers of those involved, as well as to optical trade journals.

As a result of careful planning,

American Optical was able to present its marketing plans through top management personnel to approximately 800 branch managers, salesmen, and distributors, within a matter of days.

Meetings were identical, to give each man the same story to pass on to his accounts, no matter what territory he was covering. Holding 10 meetings, AO had none that was so large as to be unwieldy. Proper attention could be given to local problems during question and answer

Costwise, AO feels that such a procedure-to bring a small, well-trained group to present its sales story in the regions-has resulted in considerable savings. Practice time in Southbridge has enabled the company to reduce the meeting length from two days to one. Ten meetings in a shorter period means that selling plans begin almost at once on a coordinated basis, countrywide, without the former time lag necessary to reach the entire sales force. Best of all, efficient handling of what used to be a drawn out, rambling presentation is reflected in an increased enthusiasm in American Optical's selling personnel.



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SEPARATE MEETING ROOMS accommodating 35 to 350 persons.

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Miami Beach's best convention location, Collins Avenue and Lincoln Road—ON THE OCEAN. The DILIDO Hotel offers the finest Convention and Resort Facilities available anywhere. Just one block from the New Miami Beach Auditorium and Convention Hall.

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-X-	FACILITIES A Modern Air Conditioned 3	50 Room Hotel	LYMAN PICKSTT
	COTILLION ROOM	1200	SALES MANAGER
	CONTINENTAL ROOM	950	
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	OTHER ROOMS ACCOMMODATING 50 PEO	PLE OR MORE	
	THE THE PARTY IN I	1	



NOW a Packaged CONVENTION! Including: Room - Meals - Sightseeing Tour - Cocktail Party - Banquet - Poolside Barbecue and Water Shows.

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GOOD PLANNING of personnel duties helped to make this Gulf Oil Corp. exhibit successful.

## Jobs Your Men Should Have at a Show

Great need today is to get best use of a salesman's time at a trade show. Here are more than half a dozen jobs that should be done to get your money's worth. All it takes is planning.

By EDWARD G. WILLIAMS
Exhibit Manager, Gulf Oil Corporation

ONE OF THE GREATEST undeveloped areas of trade show activity is the fullest use of sales personnel's time at a trade show.

Time is ripe for an expanded view of total participation by personnel to get maximum results from our dollars and efforts spent on shows.

Clearly, first step to organize personnel for attendance is to arrange a definite schedule in writing, designating exact times each man is expected to be in attendance at the booth. But he should also be given certain other definite missions to accomplish during times he is not on duty at the booth. It is in fulfillment of these duties that we may approach the point of getting our money's worth. To make these assignments, know individual capabilities of your men and keep these aptitudes in mind.

Most immediate assignment would

be to analyze competition represented in the show. Competitive sales slants and sales policies as well as competitive products and sales literature should be observed. Nothing in the competitive sales picture should escape examination. Of course, the competitor will then be observing your own presentation, but this will keep you striving to keep your armor bright, clean and well guarded at all angles of approach.

Simultaneously, another salesman should be making a complete study of new equipment or processes on exhibit at the show which might invite attention to new uses for one's

This article is taken from a speech given by Edward G. Williams at the Workshop on Advertising to Business and Industry of Association of National Advertisers. own products or services. At larger shows, such a survey could take all of the time of a small group of men while not in actual attendance at their own exhibit. New metalworking machinery is being developed, foreign machines are being introduced, new plastic moulding machines are being invented, new processing methods are being developed, and trade shows present the best opportunity existing to present these to the trade. At the same time, many new uses for existing equipment and products also appear.

Another field for careful study is to find new applications for one's product or services. As an example, a plastic engineer might find a part in a textile machine that could be advantageously made of plastic to perform a function better than the existing metal part. Or a new lubricating system that will lubricate a whole row

A whole new world for your convention

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CABANA AREA ideal for outdoor buffets, cocktail parties and water shows.

#### ALL THIS IS YOURS... FOR A PERFECT CONVENTION!

- 14 meeting rooms or combinations...
   to seat any size meeting from 24 to 1600!
- . Monitored air-conditioning
- . Modern lighting and sound equipment
- Outstanding cuisine... served from an ultra-modern kitchen, strategically placed to serve every banquet with maximum expediency
- · Underground parking garage
- · Yacht anchorage on protected Indian Creek
- 30,000 square feet of drive-in exhibit space at reasonable rates

#### ALL THIS - PLUS:

- · Olympic pool and private ocean beach
- Over a hundred luxury cabanas with individual bathrooms
- Magnificent covered outdoor pavilion for dining and dancing, outdoor meetings
- Three delightfully different dining rooms to suit your every mood
- Informal gaiety and dancing in Harry's American Bar — Garden Cafe
- Fabulous entertainment nightly in the unparalleled Cafe Pompeii

BILL POLLARD, Director of Sales JEAN S. SUITS, Managing Director





MONA LISA ROOM — this beautiful room comfortably accommodates banquets up to 500 people.



POMPEIAN ROOM — Accommodating banquets of 1200 and business sessions of 1600 people. Four tiers assure all in attendance perfect view of the speaker's table.



30,000 square feet of DRIVE-IN EXHIBIT SPACE at reasonable rates. This area does not alter the availability of any of the 14 Major Meeting rooms.

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... designed for trade shows and conventions. Specially wired and lighted for exhibition purposes ... AC current, 110-220 voltage ... radio and television outlets ... public address system ... spot lights ... natural gas and water connections ... platform and stage ... private office with telephones for show manager ... built-in registration desk ... check room.

Less than 10 minutes to Airport or Union Station

100% AIR-CONDITIONED

On Addition-

3 FLOORS exclusively for Banquets, Meetings and Exhibits.

Grand Ballroom alone accommodates meetings of up to 900 persons; completely equipped, including closed – circuit TV cable. Additional smaller rooms adequate for your convention in its entirety.

Beautiful, comfortable guest rooms . . . Dining Room featuring open-hearth broiling, specializing in K. C. Steaks . . . Coffee House . . . luncheon specialties in Lounge . . . two delightful Cocktail Lounges . . . entertainment evenings . . . olympic-size indoor SWIMMING POOL for registered guests.

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Over 9 acres of almost totally unobstructed space will be ready for your convention, exposition or trade show in Detroit's Cobo Hall in 1960. No better facilities exist anywhere. Ask about our Cobo Hall package of services; if will solve all your equipment and labor problems.

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FACILITIES In Detroit, Philadelphile, Chicago, New York, Atlantic City and Cleveland
Supplying Equipment For The Nation's Largest Trade Shows and Conventions Storage 1923.

IATIONAL EXPOSITION SERVICE

DETROIT 16, MICHIGAN WO. 1-9044

of looms in a textile weaving room may offer opportunity for study.

A fertile field for observation in today's trade shows is to note new companies that have entered the field. New divisions of old companies have been formed to manufacture a new line of products. Every trade show presents new examples of this trend. Trade journals do herald these new lines of endeavor, but it takes the trade show to present the product to view.

Improved packaging methods or dispensing one's product may be suggested by an inspiration received from an exhibit, not necessarily a product in one's own field. An idea may be picked up that may possibly lead to improvements in one's mar-

keting position.

A separate study should be made of competitors' exhibits with a view to improving and evaluating one's own. This should be done with a view to improving one's own display in the next show, or at least to measure whether you are keeping up with trends. Note also whether your exhibit stacks up well with all other displays in the whole show. This is the proper place to analyze whether you are in proper company, in the right show. Of course, that analysis was made in perspective before the exhibit got into the planning stage, but check that judgment here at the show itself. Then check it again after the results are in.

One of the most important functions of participation in the convention is attendance at technical sessions to learn any information useful to the industry there presented. Possibly one of your staff may present a paper, thus adding your contribution

to the industry's progress.

Still another assignment of vital importance is that of hospitality and entertainment. Great tact is a prime requisite for the one charged with supervision of this activity. Nothing further need be said on this subject as everyone realizes the value of contacts formed at social gatherings in hospitality rooms, even though most of them are intangible results.

▶ Not the least is responsibility to be definitely assigned to one person so that there may be no misunderstanding as to who shall take charge of prospect cards and see that they arrive at the sales manager's office at the close of the convention. They must be collected at the exhibit each night, at close of the show, at the hospitality room, or wherever they may be filled out. Each sales representative should carry a number of these cards in his pocket and should write

information upon them as it is developed in conversation with a prospect.

After the show these cards may be carefully gone over in the central sales office and information written thereon tabulated according to the purpose intended. Usually they can be segregated according to location of the prospect in sales districts and the cards sent to the district office covering the address of the prospect. A salesman may follow up the lead with a personal call, or a cordial letter may be sent to acknowledge the prospect's visit to the booth at the show. Often a small gift is given at the time of a personal call. Our company has presented a pack of playing cards on a few occasions.

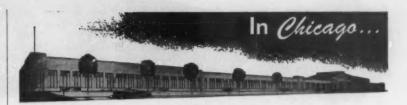
As a follow-up after one Oil Heat Institute exposition, an elaborate and well-executed booklet was planned. A framed opening appeared on the front cover with the caption: "Picture Yourself a Gulf Solar Heat Dealer." At the exhibit booth the prospect's photo was taken by a professional photographer. These were inserted in the booklet and sent to the proper sales office to be presented by the local Gulf salesman. A small gift ac-companied the booklet and photograph. It was well received.

While impressions are still fresh, a careful report should be written by each representative on his particular activity or investigation at the convention. From these a composite report should then be compiled by the exhibit captain, or whomever the sales manager should designate. This full report serves as a gauge for measuring results attained at this year's show and for guidance in planning the next year's exhibit.

Here are the subject headings from a typical report from one of Gulf's Division Sales Offices on a representative show:

- Name of the show
- Location
- Dates
- Purpose of exposition
- **Exhibitors**
- Number of registrations
- Gulf exhibit
- Technical papers and meetings
- Competitors' exhibits
- Special information
- General comments
- List of prospects who are interested in Gulf's products

It is possible to follow results still further by requesting periodic reports



#### There is No Reason Why...

they like it!

Chicago National Boat Show Chicago Sportsman's and Vacation Show

Republican and Democratic National Conventions National Packaging Exposition Materials Handling Exposition

National Machine Tool Builders' Show Road Builders' Show



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Chicago . . . the convention city . . . is the natural spot for your next meeting. The International Amphitheatre has the facilities to accommodate meetings, conventions and exhibitions of any size.

- . 585,000 Sq. Ft. Exhibit Space
- Air Conditioned Arena Seats 13,500 New Public Address System
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- 15 Minutes from the Loop

Direct Your Inquiries To

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meetings, banquets and special dinners for groups of 25 to 800. It will pay you to write for literature,

Direct Inquiries to Mr. Robert Fess, General Manager

### International Amphitheatre

42nd to 44th Streets

One Of The Main Reasons Why Des Moines Hosted Nearly 500 Conventions Last Year...

### HOTEL FORT DES MOINES

Des Moines' central location and complete facilities . . . combined with our outstanding accommodations . . . assure you of a successful business convention or sales meeting. lowa's leading and prestige

- 425 attractive modern guest rooms
  Air-conditioned rooms and suites available
  Accommodations for groups from 10 to 1,000
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  Unlimited parking space in conjunction

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Another Friendly BOSS Hotel



from the field on actual business obtained through contacts with prospects at the show. Some companies provide for this, notably Westinghouse.

Full results from trade expositions

can be secured only by total participation — leaving no stone unturned in order to aid the sales effort. Then, and only then, can an exhibit be said to have been used effectively as a sales tool.



EDWARD R. LOVELAND, executive secretary of American College of Physicians, sees himself paged. He picks up phone attached to monitor to hear his message.

# TV Popular Pager at Medical Meetings

Silent screen shows names of doctors who are wanted during sessions. Phone beside TV receiver connects doctor to message center. Two pharmaceutical firms now sponsoring pager at parleys.

CLOSED-CIRCUIT TV makes a good paging system. It has been used successfully at medical conventions.

Wherever doctors go, they must remain in reach of urgent messages that may come from patients, hospitals or colleagues. With this in mind, Special Projects Division, Giantview Television Network, worked with two pharmaceutical manufacturers to develop the system. It brings messages to physician-delegates speedily and silently. It eliminates necessity of leaving meetings to check in at a central information desk.

Video paging system was intro-







# Bellemont MOTOR HOTEL 7370 Airline Highway

Unmatched Southern convention locale. Completely air-conditioned meeting facilities serving from 20 to 900 guests. Full banquet service featuring three different types of cuisine in four magnificent restaurants. New swimming pool. All rooms with TV, air-conditioning. Makes any meeting a resounding success.

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7 attractive air-conditioned function rooms for from 10 to 400 – full banquet service. PHONE: 7701

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6 ideal air-conditioned function rooms serving from 10 to 375 persons - banquet facilities. PHONE: Chappel 2-6161

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3 handsome air-conditioned function rooms with banquet facilities for from 10 to 200 persons. PHONE: 6641

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interest to your meetings in these hotels—
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ROME, Omeha.

## Ofields Hotels CONVENTION HOSTS ACROSS THE NATION!





the ideal convention location-"just a step to everything!"

## Governor Clinton

7th Ave. at 31st St.

tower of hospitality with 1,200 guest rooms, centrally located opposite Pennsylvania Station. Seven beautiful airconditioned function rooms serve from 10 to 500, with full banquet service. Will make your meeting or convention an event to remember.
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on fashionable



HOTEL Coronado

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Internationally-renowned meeting place, with four beautiful air-conditioned function rooms for from 10 to 600 persons. Full banquet service. Guests enjoy the Midwest's favorite dining and drinking facilities. Convenient to everything in St. Louis.

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Near Lake Michigan; on E. Wisconsin Ave.

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"Home of the Braves."
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2 ballrooms and 12 air-conditioned function rooms serve from 10 to 500, with full banquet facilities. PHONE: 2-6601

#### HOTEL Rome Omaha

9 attractive air-conditioned func-tion rooms with banquet facili-ties for 10 to 400. Free parking. PHONE: ATlantic 9354

## HOTEL Incoln

Ideal meeting and banquet facilities for from 10 to 400 persons in the city's leading hotel.

Free parking. PHONE: 91

## EXCELSIOR SPRINGS

MISSOURI

Business is pleasure at this world-famous Resort . . .



# HOTEL

only 28 miles from Kansas City

Perfect convention spot of the Middle West, located in the roll-ing green Missouri hills. 5 beautiful air-conditioned function rooms accommodate up to 600 guests. Full banquet service. All sports, new swimming pool, mineral waters, baths.

PHONE: MEdford 7-2181

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Cambridge function rooms for from 20 to 200-full banquet service. PHONE: Kirkland 7-4800 TELETYPE: WO-187

HOTEL Beaconsfield

**Brookline** Ideal meeting and banquet facili-ties for from 10 to 250 persons. PHONE: ASpinwall 7-6800 TELETYPE: WO-187

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wide choice of function rooms h full banquet facilities for from 10 to 800 persons. PHONE: SWIft 9-4141 TELETYPE:WO-187

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Victor J. Giles, Director of Sales

FIELDS CONVENTION HOTELS IN THESE CITIES: New York, Brooklyn, St. Louis, Milwaukee, Miami, Brookline, Mass., Cambridge, Mass., Worcester, Mass., Excelsior Springs, Mo., Pasadena, Cal., Birmingham, Ala., Baton Rouge, La., Cumberland, Md., Omaha, Neb., Columbus, Neb., Lincoln, Neb., Scottsbluff, Neb., Clinton, Iowa, Council Bluffs, Iowa, Marshalltown, Iowa.







duced by Wyeth Laboratories, Philadelphia, at American Heart Association convention in October, 1958. It has since been sponsored by Sherman Laboratories, Detroit, at American College of Physicians convention in April and American College of Chest Surgeons in June. It served 7,000 delegates on three floors at American College of Physicians convention. Wyeth used it again at American Psychiatric Association meeting in April.

▶ At average seven-second intervals, a doctor's name is flashed on the TV screens. Doctor, who sees himself paged, can pick up a phone wired into the side of the monitor. His message is read to him.

Twenty-five monitors are linked by closed circuit with message reception center next to the convention's registration desk. Here, names of doctors to be paged are placed on continuous turntables which revolve in front of two TV cameras.

In addition to doctors' messages, TV circuit also carries meeting notices and convention news, weather announcements, lost and found notices and general news.

All paging is silent. Sound on the TV monitors is never turned on. At times when no doctors are being paged, special black cards are inserted on the turntables to keep the face of the sets dark and non-distracting.

Thanks to closed-circuit system, say Wyeth Convention Manager Jack Rothstein and Sherman Marketing Director Arthur Sherman, Jr., doctors for the first time did not have to depend on clumsy messenger services or report to a central point for messages. They were paged silently in every meeting room simultaneously. As a result, convention traffic, particularly around the information desk, flowed more smoothly and doctors received their messages with minimum delay.

► Costs ranged from 30 cents to \$1 per registrant. It depends on the size of the convention.

System proved popular with doctors. So much so that it is slated for use in at least a half dozen other medical conventions this summer and fall.

TA MA NA CA 1725 TULANE AVE. HOLE IN DOWNTOWN NEW ORLEANS

Phone EX. 5411 TWX No. 407X



NEW LINEUP of Austin-Western equipment is displayed at 100th anniversary celebration and distributor sales meeting.

# When to Call "Help!"

When its executives were too tied up to devote time to meeting plans, and when plans had to be more ambitious than ever, this company tossed problem to its ad agency. Result: best meeting.

By HENRY P. LOCKHART

Assistant General Manager, Austin-Western
Baldwin-Lima-Hamilton Corporation

IF YOU HAVE an important sales meeting to conduct and an inadequate staff to produce it, don't try to handle it yourself. It rarely works. Put it in the hands of an expert.

We did just that. And our distributor sales meeting was the most important and successful one we've ever had.

We let our advertising agency, Gray and Rogers, Philadelphia, Pa., and Newark, N. J., be our guide. Under the direction of Robert H. Diller, Austin-Western's advertising and sales promotion manager, our agency created, planned and staged the meeting. It was held at Hotel Sherman, Chicago.

Meeting marked the first time we attempted to assemble all of our distributors in one place at one time. We invited all of them, foreign and domestic, to attend. In the past, we

had seen them singly at trade shows and industry meetings, at their own places of business and, from time to time, in small groups who visited our plant in Aurora, Ill. We wanted the meeting to accomplish a variety of purposes and to be outstandingly successful on all counts.

As a direct result of the meeting—ultimately attended by 250 key representatives of our distributors in the United States and Canada, plus several more from such distant places as Curacao, Mexico and Western Germany—we accomplished three important goals:

- 1. We introduced to our distributors 10 new machines that will be added this year to our line of earthmoving, construction and materialshandling equipment.
  - 2. We raised the curtain on our

celebration of Austin-Western's 100th anniversary, an event which features our company's first sales contest.

3. We impressed on our distributors a new image of Austin-Western as a dynamic, forward-looking organization launched on a program to bring them an increasing share of the construction and materials-handling equipment market.

At the meeting, we wanted to dramatize the recent progress made by Austin-Western so that our distributors — upon whom we depend for the bulk of our sales — would have a real basis for high enthusiasm in the year ahead.

Ordinarily, we plan and conduct our own sales meetings. But this one was different. In the first place, there was only one time of the year, late in January, when we could hold the meeting. This is because our distributors, most of whom are members of the Associated Equipment Dealers generally attend that organization's annual meeting in Chicago. They could not be counted on to make a special trip at some other time of the year. It would double the expense and time they would be away from their offices.

We had scheduled for 1959 the addition of 10 new machines to our line of earth-moving, construction and materials-handling equipment. This is an offer in one year of more new equipment than we had added in any 25-year period in the company's 100-year history. However, none of the machines would be ready for display by the time of the January meeting. This posed a problem. How do you present 10 new pieces of capital

equipment without having a single piece of equipment to show?

There was a second compelling reason for going outside our own organization to prepare for this meeting: Each year, because of the traditional lull in business just after the first of the year, we have all of our 14 district managers — who represent us in the field to our distributors — come to Aurora to hear our detailed plans for the year. It is about the only practical time we can have them and it is always a tight compromise to be sure all district managers can be pres-

ent without jeopardizing business in the field.

District managers' meeting is generally held during the week preceding the A.E.D. meeting. But we had never tried to prepare for a comprehensive meeting with our distributors immediately following our meeting with our district managers.

Because all of our top management sales, finance and engineering people would be involved in the week-long meetings with our district managers, few of us would have time to make detailed preparations for the sales meeting with our distributors. Yet, it had to be a smoothly run, effective meeting that would do a real selling job for Austin-Western.

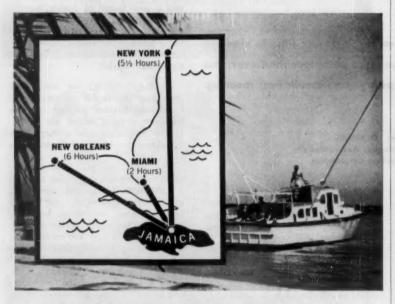
Also, all of our regular duties—sales, service, engineering, production, finance—must be carried out regardless of meetings with our district managers or our distributors. Taken together, these factors make for an overworked calendar and a crowded clock.

Only way to handle it was to call in the agency. But results did more than save us time. They achieved the desired enthusiasm among our distributors, the number one goal. More than that, in working with us, our agency helped us clarify our own thinking, encouraged us to pin down policies we had long taken for granted but had not formalized and gave us as well as our distributors — a new image of Austin-Western as a dynamic, growing organization.

An integrated program that could be carried out in a single day was created. We invited our distributors to come to Chicago a day ahead of the scheduled opening of the A.E.D. meeting. Most accepted immediately. The program permitted us to telescope our sales meeting into an after-

# hold <u>your</u> convention in Jamaica ---

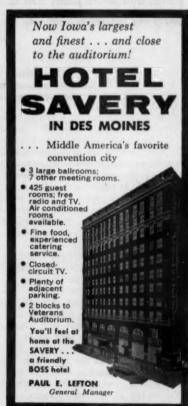
it's no place like home



Jamaica, so near and yet so "foreign", basks on America's doorstep just a short plane ride away. And the island has excellent facilities to handle gatherings of all descriptions. Costs are reasonable (anyone can save enough on "free port" purchases to pay for his stay!) And you certainly can combine business with pleasure, because in Jamaica, business is pleasure, too!

for free color booklet and full information write Jamaica Tourist Board, 630 Fifth Ave., N.Y. 20, N.Y.

JAMAICA TOURIST BOARD. New York Office: 630 Fifth Ave., New York 20, N. Y.; Chicago Office: 37 S. Wabash Ave., Chicago 3, Ill.; Miami Office: 901 Ainsley Bidg., Miami 32, Fla.; Canadian Office: King Edward Hotel, Toronto, Ontario, Canada; Executive Offices: 78-80 Harbour St.; (P. O. Box 284), Kingston, Jamaica 7, W.I.



noon session, and to follow this with an executive reception and a banquet. To add a feeling of social festivity, we invited distributors, their salesmen and wives to the reception and banquet.

The sales meeting itself—key event in the one-day program—was confined to an hour and a half session in the late afternoon. We covered a lot of ground in that short session.

Our vice-president and general manager, Charles M. Lippincott, greeted distributors, outlined the program for them and told them something of Austin-Western's first 100 years of building for the future.

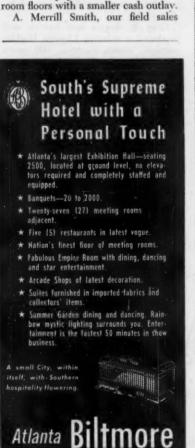
Export Manager Elmer Frederickson welcomed distributors from Canada and other foreign countries. He depicted our export operations as a source of prestige for Austin-Western products which are building an enviable reputation against all competition in world markets.

Robert D. Bass, assistant secretarytreasurer, spelled out our flexible financing program and announced a new arrangement whereby our distributors can display more Austin-Western equipment on their showroom floors with a smaller cash outlay. manager, reported on additional field sales and service help our distributors will get from Austin-Western. It includes services of several new equipment-sales specialists who will supplement our expanded force of 14 district managers.

Diller pin-pointed coverage each distributor would get in his own territory through integrated direct mail advertising and a schedule of space advertising that uses regional as well as national publications.

When distributors entered the Louis XVI Room at the Hotel Sherman. they were met with a view of a 50-foot stage backdropped by an upright eight-ft. high and 45-ft. long. This was topped by a colorful header bearing the phrase "... building for the future," a replica of our 100th anniversary emblem and the name of Austin-Western and Baldwin-Lima-Hamilton Corporation.

Display was designed and built so that each panel can be used separately or in combination with any of the other panels at regional sales meetings and trade show exhibits. Illustrations, mounted on separate,



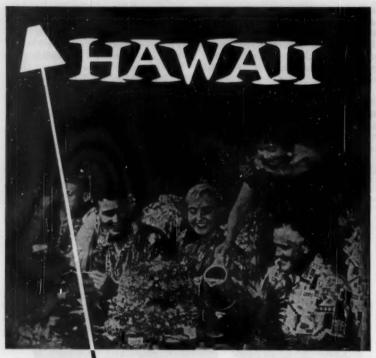


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Plan your convention for the one area in the world that has everything. Make Hawaii the prize of your sales incentive program. For here are flawless climate, scenic beauty, and every conceivable facility for fun and down-to-earth business.

There are convention halls and rooms of rare beauty and efficiency. Exotic food to sample, and no other resort area in America offers such reasonable rates.

For a rousingly successful meeting plan it in Hawaii. Or, if it is in one of the western states, schedule a post-convention tour to these enchanting islands.

For more information about the world's most exciting convention area, write or wire:

#### HAWAII VISITORS BUREAU

2051 Kalakawa Ave., Honolulu, Hawaii 618 Wrigley Bldg., Chicago, Illinois 212 Stockton St., San Francisco, California



detachable panels, can easily be changed to suit needs of special meetings.

Upright solved the problem of presenting 10 new pieces of capital equipment that were not available for display as machines.

As chief sales executive for Austin-Western, it was my pleasant duty to take the stage and use the display to illustrate and dramatize announcement of new equipment.

Display was divided into sections, each devoted to graphic illustration of a different product line. At the start of the meeting, draperies covered all illustrations. As I moved down the stage, I unveiled first one panel, then the next, describing equipment shown on each.

Diller used the final panel of the display to illustrate Austin-Western's 1959 advertising and sales promotion program designed to promote industry-wide interest in the new equipment.

Finally, Austin-Western's first sales contest for distributor salesmen was outlined by a representative of the E. F. MacDonald Company, specialist in sales contests for business and industry.

Gray & Rogers had written and produced a colorful 12-page booklet entitled "Austin-Western, 100 years . . . building for the future." Agency also designed and produced a sales meeting kit, laid out in the same format as the booklet and printed in the same colors. Booklet and assembled sales meeting kit were handed out to all who attended the meeting.

▶ Kit contained copies of the talks that had been given during the meeting, photographs of the new equipment we had announced and the 12-page booklet. In addition, specification sheets on the equipment that was available immediately and a new grader catalog had been prepared by Diller. These, too, were included in the kit. Copies of the kits were also mailed to over 1,000 distributor salesmen, immediately after the meeting.

During the meeting, Merrill Smith announced our 100th anniversary gift to the distributors. It was an illuminated sign for their sales room or parts department to identify them as authorized Austin-Western distribu-

Our distributors, many of them accompanied by their wives, then attended the reception. Many key executives from our parent company, Baldwin-Lima-Hamilton, and Austin-Western officiated as hosts. The face-to-face contact was, I am sure, helpful in improving our relations with

our distributors. I know that it gave me a chance to talk with many distributors I had not seen for some time.

▶ That evening we entertained distributors and their wives at a banquet to formally recognize Austin-Western's 100th anniversary. I served as toastmaster for the banquet. When the evening ended, I knew the meeting was a success. Everyone was enthusiastic.

One-day program will be backed up throughout the rest of the year by an equally well-integrated program. It is part of the over-all design developed by the agency for our 100th anniversary year.

Decalcomania of our 100th anniversary emblem will appear on every machine produced throughout 1959.

Same emblem will be carried in our space advertising, on our sales promotion literature and on business gifts (lighters, watch fobs and the like) which we provide for our distributors at cost. Sales contest will continue to enliven our distributor sales force.

To our distributors, Austin-Western has a new face, a new personality with the vigor and imagination needed to meet the increasing competition ahead. Most important of all, I think, is the new image we developed of ourselves while preparing for the 1959 distributor sales meeting.

To inform, to dramatize, to inspire—these are certainly the goals to which every sales meeting should aspire. All three were accomplished in abundance at our 1959 distributor sales meeting.



"The boss suggests we meet like this since our group discussions never seem to get off the ground anyway . . . "  $\,$ 

# Virginia's Best

Finest Meeting Facilities in All of Virginia Are Yours in These Expertly-Managed and Tastefully-Appointed Hotels.



# Had John Marshall

Fifth and Franklin RICHMOND, VIRGINIA

AIR-CONDITIONED Virginia Room, main lobby floor, sects up to 1,000.

AIR-CONDITIONED Patrick Henry-Stone wall Jackson Room (600).

AIR-CONDITIONED George Wythe Room (100).

ROOF GARDEN accommodates 500. 8 additional AIR-CONDITIONED CON-FERENCE ROOMS.

500 OUTSIDE ROOMS, EACH WITH PRIVATE BATH.

#### RICHMOND HOTELS, INC. RICHMOND, VIRGINIA

HOTEL KING CARTER
200 Rooms, Rutes from \$4.00
HOTEL RICHMOND
300 Rooms. Rotes from \$5.00
HOTEL WM. BYRD
200 Rooms, Rates from \$4.50
Write for FREE, interesting Brochure
siving Full Convention Facilities I
betail and Floor Plans!
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For Resort Conventions



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The Largest and Finest Hotel on Virginia's East Coast

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Rooms. All Outside, each with private bath.

Open All Year

## when YOU exhibit in CHICAGO



#### do as CHICAGOANS do...

More Chicago manufacturers use "General Exhibits" than any other source — to plan, design, build and service their exhibits.

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2100 N. RACINE AVE. - CHICAGO 14, LLL. PHONE EASTGATE 7-0100

## Can't Decide on Show?

# **Ask Your Customers**

F. J. Stokes Corp. didn't know which industrial show would be best to exhibit its line of pharmaceutical machinery. Asked its customers which shows they planned to attend. Based decision on returns from questionnaire. Considered show location in choice.

COMPANIES run up against a perplexing problem when trade shows tend to duplicate parts of their audiences. Should the company risk missing customers and prospects by exhibiting in only one show? Or should it go for broke and hit them all?

F. J. Stokes Corp., machinery manufacturer, faced with this situation, tried to come up with a satisfactory answer. Company had several shows to choose from for its pharmaceutical line-tableting presses, mixers and coating and polishing pans. It narrowed the choice down to three-AMA National Packaging Exposition, Packaging Machinery and Materials Exposition and Exposition of Chemical Industries. All three tend to duplicate each other as far as pharmaceutical attendance is concerned.

Company decided to conduct a mail survey among its customers and prospects to determine which shows they planned to attend. It would then exhibit in the show or shows which would give maximum coverage.

Results of the survey were disappointing, reveals V. N. Musmanno, Stokes advertising manager. Out of 1,745, only 108 or 7.2% replied. Yet company felt this was a sufficient cross section to get the information it wanted.

Survey shows the following results:

Company officials drew the following conclusions:

- 1. By exhibiting only at the Chemical Show, company will reach people in categories 3, 5, 6, and 7, or 51% of total
- 2. By selecting both Chem and AMA shows, company can reach 89% of total.
- 3. If company selects Chem and PMME shows, total audience reached will be 73%.

Survey confirmed opinion already shared by company executives, says Musmanno. Chem Show for its pharmaceutical line is the strongest of the three.

Next step was to determine what to do about the AMA and PMME shows. Survey shows that the AMA show will draw 21% of the people as against 5% for the PMME show. Company then considered geographical location. Both the Chem show and PMME show are in New York City within a few weeks of each other. It is safe to assume much duplication of audience between the two, says Musmanno. Company eliminated the PMME show.

Thus it boiled down to whether

		Total Number	Percent of Total
1.	Will attend AMA show only	23	21%
2.	Will attend PMME show only	5	5%
3.	Will attend Chem show only	21	19%
4.	Will attend both AMA & PMME	18	17%
5.	Will attenr both AMA & Chem	4	4%
6.	Will attend both PMME & Chem	24	22%
7.	Will attend all three shows	7	6%
8.	Other shows	6	6%

it is worth exhibiting in the AMA show in Chicago in addition to the Chem show in New York City. Exhibiting in the AMA show, Stokes would increase total coverage 38%.

➤ Officials decided company's new product development is not strong enough to warrant exhibiting in both shows. Chem show is it.

Stokes executives feel they have made the right choice. Since company must enter shows in different industries, selection of one or two best shows for its marketing needs is important. And what better method of selection is there than asking your customers?



EDWARD ANDERSON, Northern California ad manager, finds his famous artwork print. Each carries salesman's name, quota, and a humorous caption.

## Quotas with a Smile

When TV Guide had to give quotas to salesmen at national meeting, and point out target accounts, it did it with humor. It got message across, provided a reminder—and for few dollars.

LIGHT, HUMOROUS TOUCH can often solve an important sales problem.

When TV Guide magazine started to plan for its national advertising sales meeting recently at Skytop Lodge, Pa., Advertising Director Michael J. O'Neill wondered how to present ad salesmen with their new quotas for the year.

O'Neill discussed the problem with Promotion Director Eric Larson and his staff. Sales meetings would draw regional and edition advertising managers and representatives throughout the country. Each rep had his own particular sales problem; each office had a special hurdle it was trying to conquer.

▶ Magazine's people reasoned that the best way to handle the quota matter and still get home the importance of tracking down specific advertisers, was to use a tongue-in-cheek approach. They recalled the recent campaign by Campbell-Ewald advertising agency. Magazine campaign

# NOWHERE IN THE WORLD CAN SO MUCH BE ACCOMPLISHED WITH SO MUCH PLEASURE

SWIM!...in our colorful outdoor pool or luxurious tropical indoor pool... or (in season) ocean bathing right at our door!





SKATE!...on our spacious, colorful, artificial outdoor rink night and day during the winter months.

RELAX!...in our modern Health Club under a soothing massage. Ease away unwanted pounds in the steam room.





DANCE!...in the gay, sophisticated Submarine Room to the music of top flight orchestras.

**DINE!...**in a choice of distinguished restaurants featuring truly fine food.

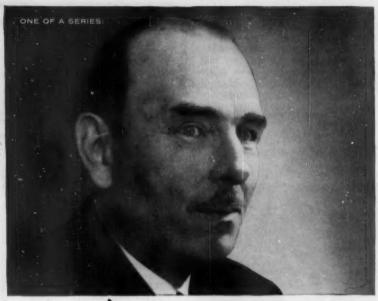


SALES MEETINGS, EXHIBIT SPACE AND BANQUETS? THE TRAYMORE'S FACILITIES ARE UNEXCELLED IN ATLANTIC CITY.

For our entire CONVENTION STORY please write or phone



ATLANTIC CITY
New Jersey
Atlantic City 4-3021



Hollywood Reach

F. Reed Wills started his career in finance in 1917 with the Manufacturers Finance Company of Baltimore. After holding various positions in finance in Baltimore, New York and Buffalo, he took over and reorganized the Allentown Wimsett Thrift Company, which became the predecessor of General Acceptance Corporation.

In 1933, General Acceptance Corporation had a capital and surplus of \$160,000. By 1941, Mr. Wills had built this up to \$1,250,000 and then proceeded on a program of acquisitions and mergers. In the 18 years that followed, he developed the company to where it presently operates 200 offices from coast to coast and has resources in excess of \$137,000,000.

In 1958, General Acceptance Corporation held its Supervisors' Meeting at the HOLLY-WOOD BEACH HOTEL.

BEN TOBIN, President

F. REED WILLS

President GENERAL ACCEPTANCE CORPORATION



HOTEL/GOLF CLUB HOLLYWOOD/FLORIDA

New York Office: MU 8-6667 Chicago Office: SU 7-1563

RICHARD H. FREY, Vice President - Sales

on behalf of the agency featured the works of famous masters. Each carried a humorous cut line.

"Why not use the same approach for the sales meeting?" O'Neill suggested.

A delegate was dispatched to the art section of a department store. He was instructed to select about 40 prints of works by such masters as Van Gogh, Roualt, Toulouse-Lautrec and Winslow Homer. Prints are available in any art store and sell for about \$2 each.

Each print was then checked for its possible application to a salesman, office or account. It took many hours to choose the proper print for the particular salesman.

Ad manager in a West Coast city, for example, was trying hard to land a big food advertiser.

Group selected a print for him which showed two old fishermen-one using a sextant. "I think we're getting a little closer to (name of advertiser), the caption said. Salesman's quota was listed at the bottom of the caption.

A Toulouse Lautrec print was given to a salesman trying to land a national shampoo manufacturer. Print showed a gent talking with a couple of attractive young ladies in a Paris sidewalk cafe. Caption read: "Monsieur, you say you'll be able to get us in those shampoo ads."

Another print showed a man with a long beard. Caption said: "Look Sharp, Feel Sharp. Aw, the hell with

Next problem was to select a suitable place and time to display the art work. It was decided to stage a clothes line exhibit in the reception room before the final dinner of the sales meeting.

Delegates had no advance word on the exhibit. But when they walked into the reception for cocktails, they immediately saw the large display of prints, each captioned and directed to a particular salesman.

They moved from print to print for almost an hour. End result was that the salesmen accepted their quotas in good fashion and immediately caught the significance of the humorous captions. They had additional reminders because they took the prints back home to show their families and office associates.

Ad Manager O'Neill was not overlooked when it came to having a print to take home. He was surprised when he received a print signed by all the ad salesmen. It bore his familiar telephone sign-off phrase to salesmen: "Get back to you later." •

Perk up your program!



#### ADD A CRUISE TO NASSAU! via 5/s FLORIDA from Miami

\$54 ALL OUTSIDE ROUND TRIP \$39 up

ARRANGE for your members to come a few days early—or stay later for needed relaxation—and grab this chance to see colorful, foreign Nassau! 3-day cruise includes two nights at sea, two days and a night in Nassau.

AIR-CONDITIONED dining room and cocktail lounge. Dancing to ship's orchestra. Entertainment. All meals—the ship is hotel all the way.

FOR COMPLETE INFORMATION WRITE

STEAMSHIP COMPANY

P.O BOX 1349 MIAMI 8, FLORIDA



AT&T USES color transparencies for major display in air and rail terminals. Company feels color recreates emotional warmth of a phone conversation.

## Color Photography in Exhibits

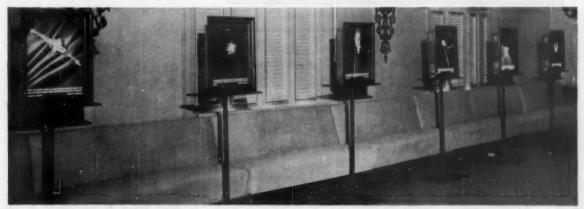
New techniques make spectaculars possible even under adverse light conditions. Just scratching the surface of potential use, says expert. New ideas developing daily to create new effects.

By JOSEPH H. SNYDER
President, Color Corporation of America

EVER SINCE Confucious said that one picture is worth 10,000 words, it has been a recognized fact that a picture is one of the best media to convey a message. In the last decade, however, color photography has put real authority to this statement.

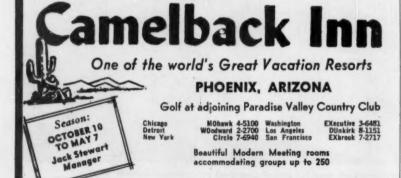
Today, it is a rare company, indeed, that would dare introduce a new product to either its direct customers or to the general public without liberal use of color. It predominates in national magazines, it is gaining a foothold in newspapers, and last, but not least, over 600 hours of color a week are now scheduled on television. Only in the last five years has color photography become significant in the display, exhibit and sales meetings fields.

Last few years have seen many



COLOR TRANSPARENCY enlargements are used for annual Diamonds International Awards display.





exciting developments in the field of color reproduction. Improved techniques and materials have enabled the production of such spectaculars as the 80 by 20-foot photograph of Diamond Head at Cincinnati Music Hall.

An important pioneer in the use of color photography has been American Telephone & Telegraph Co. This company has used color photography in many forms: for space advertising, giant terminal displays, stockholder meetings, trade shows, point of purchase material. Why AT&T uses color so extensively can best be summed up in the words of Will Whitmore, advertising and sales promotion manager: "We're selling telephone service. A telephone conversation between two people, whether a few blocks or a hundred miles apart, is essentially an emotional experience. To motivate people to subscribe to the service and then use it frequently, we need to re-create the emotional warmth of a friend-to-friend conversation. We think color photography does just that - in every medium.

In line with this thinking, AT&T through its agency, N. W. Ayer, developed a program of spectacular displays in major rail and air terminals across the country. It was decided that photography, and especially color photography, could best achieve the objectives, because of its believability. However, competition from other displays and general activity in terminals convinced everybody that not even the most beautiful photograph itself would be enough to command attention of hurried and harried traveler.

Therefore, it had to come up with something really spectacular. Working with Ivel Construction Corp., Ayer developed several possibilities before settling on one that had been tried and rejected by others some years ago. By constant testing and perserverance during development, the double image "scrim" system was made to work with large color pic-

Basically, this is a color print which is perforated with small holes in a carefully arranged pattern. A transparency is then mounted directly behind the perforated print. When light is thrown on the front surface only, the image on the opaque print is visible to the eye. Perforations themselves are not visible to the eye. Then when the front light is switched off and lights are turned on behind the transparency, the second image shows through the pattern of perforations. Enough of the transmitted light "spills" over the opaque print so that the front image is not visible to the viewer except when lit.

This type of display not only attracts more than its share of attention, but also supplies a mystifying element to the viewer, since with no mechanical motion, he first sees one picture and then another.

► Another pioneering use of color photography by AT&T produced equally impressive results. This design necessitated considerable laboratory work before it became a reality. However, it was well worth it. I believe it is among the outstanding displays in the world.

After studying the layout of Newark Airport, which is long and relatively narrow, AT&T decided to lease a space 15 ft. high by 40 ft. long to completely dominate the east wall. However, because of bright daylight streaming into the terminal, use of transparencies was deemed impractical. Since the company wanted to use color, some method to animate color prints had to be created first.

Technique arrived at was not new — but its imaginative use was. Within a 15 ft. by 20 ft. framework of plate mirror, a series of 2 ft. by 10 ft. moving trylons were installed. One surface of the trylons was faced with mirror so that the entire area was one huge mirror reflecting the length of the terminal. It provided a "color picture" in full motion to the passerby. Other two surfaces of the trylons were faced with pairs of 8 ft. by 10 ft. color prints and sequential copy messages.

When trylons turn, effect is a dissolve from one set of color pictures to the next. When the mirror surface turns, reflected light makes it virtually impossible not to look at the display.

▶ Another ingenious use of color photography was made by Johnson Motors at this year's motor boat show. It mounted nine giant transparencies on a turntable with actual motors in front of the pictures. Transparencies showed boats skimming across the surface of the water.

Johnson spokesman says: "At the motor boat show we had to compete with everything from sleek 60-foot yachts to pregnant little day-sailers—and all we sell is horsepower! We believe that color photographs help us create July's excitement in January by showing our motors in action on the water."

In another new development, a system has been perfected to introduce motion into still color transparencies. By using projected back light through revolving polarizing screens, many types of actions can be created — birds flying, girls waving, liquids flowing through pipes. While

this system of animation has high viewer attraction, its most valuable application is in areas of activating cutaway diagrams of complicated machinery and piping installations.

One large transparency with polarized animation was prepared for Pratt & Whitney Aircraft Div. through Technical Animations to show a cutaway view of a jet engine. This was exhibited at the Brussels World Fair.

Another was developed for Cities Service Company Toronto Refinery to show a complete trafalgar waste water treatment. And these two examples are just a few of the many being found for this new medium.

"Old" conventional color prints and transparencies can be used in new and exciting ways, too. Annual awards luncheon for international jewelry designers, Waldorf-Astoria, New York City, offered a new use. Purpose of this exhibition is two-fold: to stimulate use of diamonds in jewelry design; to create publicity for De Beers Consolidated Mines, Ltd. In the past, color slides of winning designs were flashed, while a commentator described each piece.

This year a new technique was used. Winning designs were photo-

#### SURPRISE IN CHICAGO

You should know these surprising facts about Chicago's incomparable Drake Hotel before you schedule your next meeting—large or small...



- While The Drake is one of America's most distinguished hostelries, it doesn't cost one cent more than other leading hotels to headquarter your meeting here.
- 2. The Drake is "alive." Meetings go like clockwork and everyone enjoys the warm, hospitable service in a setting of luxuriant comfort.

Now \$8,000,000 new! No hotel in the midwest can match The Drake for unsurpassed convenience, location, facilities. 4 major meeting rooms accommodating up to 800, plus 16 committee rooms for functions of 12 to 300. 700 guest rooms. 100% air conditioned. May we tell you more? Phone or write for brochure.

G. E. R. FLYNN, Vice President—Sales H. B. RICHARDSON, Convention Manager



LAKE SHORE DRIVE AND UPPER MICHIGAN AVENUE SUPERIOR 7-2200 • TELETYPE NO. CG1986 graphed against backgrounds of colorfully textured fabrics arranged in dimensional form. These striking photos were then enlarged to 18 inches by 24 inches with descriptions and credits at the bottom. The transparencies were then mounted in especially-designed light-boxes and

arranged around three sides of the room, much like an exhibition of sculpture at an art gallery.

sculpture at an art gallery.

Thanks to a low level of surrounding light, these diamond creations stood out with a crisp brillance that brought more favorable comment than any ever tried before. This display

was so successful that it has since been shown at Smithsonian Institute, Chicago Museum of Science and Industry, San Francisco Museum of Sciency, and Lobby of The Fontainebleau, Miami Beach, and is booked for numerous additional shows around the country.

## Extra Publicity for Open House



HERE'S a promotion "plus" when you plan an open house: Tie-in a fashion show with models against machinery background. Newspaper might use it on women's page and give you a new kind of publicity exposure.

Majestic Press, Inc., Philadelphia, introduced a new press to its customers and prospects with an open house. Because it offered its huge press as background to fashion pictures, it got publicity in the women's pages of The Evening Bulletin — and got inquiries, too.

The Bulletin was pleased. Rather than pay for fashion backgrounds, fashion editors look for the new and different – at little cost. Editors were able to set up some striking fashion

poses against the severe lines of the press at Majestic.

It's a good thing for any newspaper. They can line up their fashion pages at no cost for props. Bulletin recently followed up with visits to an ice cream plant and a lumber company.

Majestic Press timed the Bulletin's photography with the introduction of its four color Web Offset Press. Old Philadelphia was the theme of its open house. It was complete with displays, costumed hostesses, music, cartoon signs, food and drink.

Ten-minute tours of the recently renovated plant were part of the open house. And guests were able to watch the Bulletiin's photography exploits. ◆



FASHIONS SHOWN against machinery background give promotion "plus" to Majestic Press' open house. Costumed girls, music lend a party atmosphere to it.

"From a coat button...
to Closed-Circuit TV

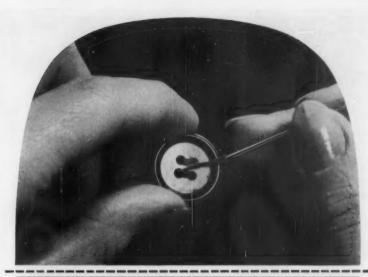
we know the 'extras' are important!"



-says
PAUL MANGAN
National Convention Mgr.
Sheraton Hotels

"I really don't know which Sheraton 'extras' people appreciate more — the little ones or the big ones. I have sometimes felt that a guest speaker at a convention was as impressed by a stitch-in-time for his suit...as he was by the complex TV hook-up that carried his speech across the nation.

"The important thing is that you can rely on a wide variety of special services at Sheraton Hotels. This attention to extras is further assurance that your convention or sales meeting will be smooth-running and trouble-free."





Put your own sales-meeting problems into the capable hands of our Sheraton Sales Staff. These experts will arrange for meeting rooms and banquet halls, plan menus and entertainment — handle the hundreds of details to make your stay at a Sheraton Hotel a complete success.

FREE PLANNING GUIDE AND CHECK LIST of 149 items—to help your next banquet or convention run smoothly. Write to: Sheraton Hotels, National Convention Office, Sheraton-Park Hotel, Washington, D. C. And ask how Sheraton can help solve your specific problems.



### SHERATON HOTELS

Coast to coast in the U.S.A., in Hawaii and in Canada

EAST
NEW YORK CITY
Sheraton-East
(the Ambassador)
Park-Sheraton
Sheraton-McAlpin
Sheraton-McAlpin
Sheraton-McAlpin
Sheraton-Plaza
WASHINGTON, D.C.
Sheraton-Carlton
Sheraton-Park
PITTSBURGH, Pa.
Penn-Sheraton
BALTIMORE, Md.
Sheraton-Belvedere

PHILADELPHIA, Pa. Sheraton Hotel PROVIDENCE, R.I. Sheraton-Biltmore SPRINGFIELD, Mass. Sheraton-Kimball ALBANY, N.Y. Sheraton-Ten Eyck ROCHESTER, N.Y. Sheraton Hotel BUFFALO, N.Y. Sheraton Hotel SYRACUSE, N.Y. Sheraton-Syracuse Inn.

BINGHAMTON, N.Y. Sheraton Inn

MIDWEST
CHICAGO, III.
Sheraton-Blackstone
Sheraton Towers
DETROIT, Mich.
Steraton-Cadillac
CLEVELAND
Sheraton-Cleveland
CINCINNATI, Ohio
Sheraton-Gibson
ST. LOUIS, Mo.
Sheraton-Jefferson

OMAHA, Neb.
Sheraton-Fontenelle
AKRON, Ohio
Sheraton Hotel
INDIANAPOLIS, Ind.
Sheraton-Lincoln
FRENCH LICK, Ind.
French Lick-Sheraton
RAPID CITY, S. D.
Sheraton-Johnson
SIOUX CITY, Iowa
Sheraton-Martin
Sheraton-Warrior
SIOUX FALLS, S. D.
Sheraton-Carpenter
Sheraton-Catract

CEDAR RAPIDS, Iowa Sheraton-Montrose

LOUISVILLE, Ky. Sheraton Hotel The Watterson DALLAS, Texas Sheraton-Dallas AUSTIN, Texas Sheraton-Terrace Motor Hotel

SOUTH Sheraton-Palace
MOBILE, Ala. LOS ANGELES, Calif.
The Battle House Sheraton-West

WEST COAST

LOS ANGELES, Calif.
Sheraton-West
(formerly the
Sheraton-Town House)
PASADENA, Calif.

SAN FRANCISCO, Cal.

Huntington-Sheraton
PORTLAND, Oregon
Sheraton-Portland Hotel
(Opens fell 1959)

Royal Hawaiian Princess Kaiulani Mgana Surf Rider

CANADA
MONTREAL, Que,
Sheraton-Mt. Royal
The Laurentien
TORONTO, Ont.
King Edward Sheraton
NIAGARA FALLS, Ont.
Sheraton-Brock
HAMILTON, Ont.
Sheraton-Connaught



SANDURA'S new line of products is displayed for distributors at convention.



DISTRIBUTORS' WIVES could sit in on business sessions with their husbands.

# Sales Gains Linked to Distributor Meetings

Sandura believes in "soft sell" sessions for distributors. They learn most from each other. Major speakers are imported from other industries. Goal of meeting: \$60 million in sales in '60.

"SIXTY IN '60!"

This was target set by some 450 distributors, executives and salesmen of Sandura Company who met in February at Hollywood Beach Hotel, Hollywood, Fla., for their annual convention. It represents the most ambitious undertaking in the history of the floor coverings' company.

Distributors' convention served as spearhead for an intensive two-year drive toward a record \$60 million in sales in 1960. If this were reached, it would constitute a gain of approximately \$40 million — or three times more earnings — over 1958, and \$57

million above 1954.

During the past several years, this meeting has meant money in the till for Sandura. It has become one of the company's major operations. Management, headed by President J. Stokes Clement, Jr., is quick to point out that the booming sales which have been recorded during this span are closely linked to the convention.

Sales and earnings first began to gain appreciably in 1956, when the convention was inaugurated. They have been rising steadily since. Sandura, incidentally, was the initial firm in the industry to hold a regular meeting for distributors from through-

out the country.

► Company officials believe that this convention may be unique in the sales field. Major differences stem from the atmosphere which prevails. For example, this year - even with tripled earnings at stake - "hard sell" tactics normally used in sales meetings were absent. No speech was directly concerned with telling distributors "how" to sell Sandran. This, management feels, is a matter to be resolved by the individual distributor himself. Sandura provides him with certain aids - advertising campaigns, television commercials, promotion drives - but it is the distributor's responsibility to exploit these as he sees fit.

Guiding principal of the annual convention is that distributors should have an opportunity to spend majority of their time meeting each other during informal business sessions and at their leisure to discuss common problems — "talking shop," as it were. This not only fosters comradery but also gives each distributor insight into techniques employed by his colleagues who are selling the same

Formal speeches occupy a relatively small part of proceedings. They contain concrete suggestions for remedying problems which have arisen during the past year and to inform distributors about new lines



American serves these popular cities—and many resort areas!

Planning a meeting? Whether you're thinking of a large meeting in one of these major cities or a smaller meeting in a resort area, you'll find American's specialists ready and happy to help you in your planning. For details and your free booklet, "Twelve Commandments for an Effective Meeting," write to: Mr. Frank Svoboda, Manager of Convention Sales, American Airlines, Inc., 100 Park Avenue, New York 17, N. Y.

AMERICAN AIRLINES

The Jet Airline

JULY 17, 1959

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of products. Others deal with the importance of individual initiative. which Sandura has found to be the

key to increasing sales.

Major speakers are imported from other industries and areas of endeavor. In 1958, the principal speaker was Reverend Bob Richards, the champion pole vaulter. He spoke about his experiences in the Olympic Games, to stress the value of the individual continually striving for SUCCESS

At this year's convention at the Hollywood Beach Hotel, chief speaker came from an area that appears to have no relation with floor coverings industry. He was Mort Farr, former president, National Appliance and Radio Dealers of America. Why? Sandura has a franchised distributor system which is similar in operation

to the setup employed by most major appliance firms. Many problems which, the company's distributors now face have been overcome by dealers in the appliance field. Farr presented detailed, rational solutions to some of

Other talks were made by Sandura's marketing and advertising ex-ecutives. Here, too, "hard sell" approach was not employed. They spoke mainly about promotions that they will employ to aid their distributors.

Inside and outside the hotel, Sandura held special demonstrations for its distributors. One exhibit placed a strip of Sandran floor covering on the hotel's front walk; then a steam roller pounded over it. This novel demonstration displayed the product's strength. For another "eye-catcher" soot and dirt were dropped on San-

dran strips and wiped clean immediately. Through these means, distributors saw at first hand the product's reliability. They were encouraged to conduct tests along similar lines to attract customers in their home locales. Presented, too, was the "Futurama" display, which showed the company's newest line of prod-

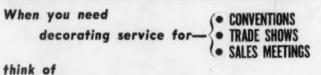
An interesting thing Sandura had learned during its three previous conventions is that the typical delegate likes to take his wife with him. For the Sandura wife and her husband, recreation facilities run neck-andneck with service for a successful gettogether. Therefore, the company considered its choice of site for the 1959 convention carefully. At the Hollywood Beach, wives had diversified activities to enjoy while their hus-bands attended business sessions. These included an 18-hole golf course, swimming pool, tennis, horseback riding, movies, yachting, fishing, drug counters, beauty salons, clothing shops and solariums.

Actual plans for this year's convention began nine months in advance. These included:

- · Reserving and blocking out many private rooms for meetings, for dining, for entertainment.
- · Care of broadcasting needs; with audio equipment and public address systems.
- Complete photo studios, car-pentry and print shops.
- · Experienced personnel to operate special facilities.
- · Publicity arrangements, which included home town releases, on-thespot photos and features and roundup stories.
- · And, even baby sitter arrangements. This is a far cry from business but vital to such a convention where the family accompanies the man of the house.

For Sandura, the annual convention has become the "soft sell" kickoff for doubled barrelled business activity and a large increase in sales revenue during the year.

Value of this year's convention will be measured in the sales returns of 1960. Company officials are optimistic that two years from now the meeting will be officially listed as a success.



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CARLING DINKLER, SR., President CARLING DINKLER, JR., Exec. V. P. & Gen. Mgr.



# Phone for Answers From Top Management

Home-office executives stand by while district meetings take place throughout country. Each district is assigned 15-minute period to call for answers to questions developed at meeting.

> By G. W. NIXON Manager, Sales Promotion, Lederle Laboratories

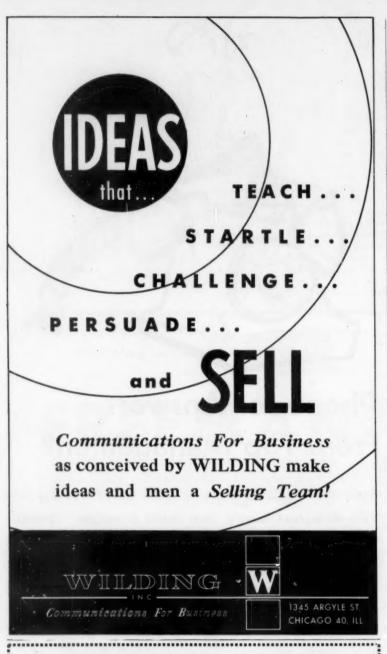
IF YOU HAVE a large field force . . . and it is spread across the country in small groups . . . and you have an important product or campaign to release . . . and you want to tell your story to all your men at approximately the same time . . this use of the telephone may be just the added feature you are looking for to seal the sale in your

Let's take a typical case, ours for example. We were about to release an important new product to the medical profession. All-day meetings were set up by our district managers for their groups of about 15 men in 58 cities coast to coast. Taking into consideration the four time zones in

the country, half of the meetings in each zone were scheduled for one day, the other half the following day.

Each district manager received complete information well in advance to cover the "how to" of all phases of running his meeting. On days meetings took place, there was only one unusual piece of equipment present in each meeting room. On the table stood a small telephone loudspeaker capable of amplifying a voice to the 15 men present. A tape recorder, such as you already may consider standard sales meeting equipment, was in evidence.

Upon opening his meeting, each district manager announced that during the program the voices of ap-



## **Perfect Setting for Executive Meetings**

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Nick Monte, Owner-Manager Phone Montauk Point 8-2345

propriate people charged with responsibilities of various phases of marketing this new product would describe the plans via a tape recording. These tape talks were purposely designed to be brief, allowing liberal injections of live discussion following each segment.

Other opening announcement was somewhat startling. Later in the day, after all present facilities to provide necessary information had been exhausted, these same top management people would be ready to answer any questions from the conference room

at the home office.

During the day as meetings pro-gressed, district managers, following the outlined program, were able to give a nearly perfect description of plans and what was expected of each salesman. But as can always be expected, a few questions were not answered to the full satisfaction of their groups. These were noted as they occurred.

Then, for example, at 3:45 p.m., C.S.T., the district manager in Omaha picked up his telephone and placed a call on the previously arranged private wire to the home office. Next voice heard in the meeting room was that of the director of marketing, clearly amplified for all to hear. In the home-office conference room with him were all the various members of management who had been heard earlier on the tape recording. As the district manager asked the questions, the member best qualified gave the

Although most of the questions asked would not have seriously handicapped a salesman's effort if no answer had been given, we believe the real intent of the idea was accomplished. Every salesman in the country had a live, audible reason to believe top management was personally interested in his success. This extra personal feature could not have been accomplished any other way without considerably greater expense, travel and the one thing we could not afford, much more time.

Details of how it was done? Fifteen-minute time assignments beginning in the Eastern zone and pro-gressing across the country to the Pacific zone were given in advance to each district manager. By dividing meetings into two separate days, we were able to give each district 15 uninterrupted minutes without too close scheduling.

Equipment? Available to suit your particular needs anywhere.

Cost? For this particular program total for line charges and special equipment was about \$1,000.

Results? Well worth it! •

# See What Mags Can Offer

Most magazines will be happy to help you with your ad presentations at sales meetings. They can supply much—from printed programs to speakers. Check early; be realistic with requests.

GOING TO HAVE a session on advertising at your next sales meeting? Check with the magazines on your advertising schedule first. You may be pleasantly surprised at how much help – ideas, people and material – can be made available.

Publications generally jump at the opportunity to address your sales force. If salesmen can be sold on the value of magazine advertising, space schedules are more secure.

While on special occasions – and for special accounts – magazines will go to great lengths to stage a dazzling presentation for a sales meeting, even "standard" assistance can come in handy.

Life Magazine, for example, recently helped Monroe Auto Equipment Co., Monroe, Mich., produce its annual sales meeting. Monroe is largest manufacturer of ride suspension equipment in the world.

Meeting was based on "Power of Marketing." Instead of just presenting the company's marketing plans for the coming year, officials set up a school to teach salesmen reason behind company's marketing efforts.

Two Life staffers covered "The Power of Magazine Advertising" for one part of the meeting. Each Monroe salesman was supplied a Life cover with picture of himself on it. Caption across bottom of cover says, "Life Sells for . . ." (name of salesman). Cover picture was part of a portfolio which contained reprints of Monroe's advertisements in Life, "Advertised in Life" stickers, and handouts on why Life is a good advertising medium. Magazine also supplied a sound slide film to show the impact of Life's advertisements.

This is only one example of what Life will do for an advertiser's meeting. Magazine also has available display pieces, enlargements of advertisements, tent cards, string tags, and wallet calendar cards.

Look Magazine will participate in advertisers' sales meetings "when we're asked to do so," says Richard Malkin, assistant manager, markets and merchandising.

Look will not take over a whole meeting for an advertiser. But it will give a presentation as part of a meeting. Companies frequently ask Look for meeting ideas. In this case, Look's contribution goes beyond its one presentation.

Look makes one qualification in all instances, reveals Malkin. "It is that our specific role not be prescribed for us but rather that we have freedom to make the agreed-upon points in our own way."

"Our primary purpose in participating at these meetings is to help the manufacturer educate and stimulate his dealers to make full use of his products and promotion advantages," says Malkin. "For this reason we do not limit our promotion of the company's media schedule to Look alone. Our concern is to be of real help to the manufacturer so we talk about his schedule in all media."

"Furthermore, drawing upon our experience with manufacturers in other fields, we frequently are able to make specific suggestions to salesmen that will help them sell more merchandise and to move more merchandise through their retailers' outlets.

"In every instance we translate the manufacturer's advertising coverage in terms of readership in each individual salesman's local territory.

"For example, at recent Union Underwear meeting, we prepared and distributed to each salesman a breakdown of readership in his territory by state, county and metropolitan area," Malkin says.

Coronet Magazine has been involved in many presentations for its advertisers' meetings. All are tailor-made to the individual advertiser's needs, says C. John Crockett, eastern advertising manager.

"We supply speakers quite frequently—mostly from Coronet's advertising staff. We supply copies of Coronet which are specially made up with the advertiser's message on the front cover. Message is also made up in a two-color gatefold tipped in opposite the second cover."

Coronet will supply blow-ups of ads, streamers and almost anything the advertiser needs, says Crockett. Magazine has also made up color slide presentations and flip-over easels.



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## ATLANTA INTERNATIONAL COLISEUM-MART

680 W. Peachtree St., Atlanta 8, Ga. Phone TRinity 3-2541 Nation's Business will supply reprints, collections of its material and copies of the magazine for distribution.

Magazine's sales representatives occasionally address gatherings of salesmen on the advantages of their company advertising in Nation's Business. Magazine's film, New Dimensions of Management, is often shown to groups. It explains something of the power which management-directed advertising carries.

"We would welcome the opportunity to contribute more often to advertiser's meetings," says George Bauer, Director of Promotion for Nation's Business. Reason is "we feel many salesmen are more interested in Tocal' advertising than national advertising. We have developed exhibits to demonstrate Tocal' coverage. We can deliver it in any given sales territory and we are eager to demonstrate this in practical terms at sales meetings. Furthermore, this helps to re-sell the advertising management on Nation's Business.

Newsweek will supply speakers and will prepare material in the form of merchandising pieces. On occasion it will print the advertiser's program in one of Newsweek's cover folders. "This is not only a service to them

but it provides good publicity for us," says Charles E. Kane, Newsweek's advertising director.

"Only on rare occasions have we been asked to prepare an elaborate presentation for some advertiser's sales meeting. At such times, it is usually the practice to tell the advertiser's sales staff what his advertising can accomplish in a given publication or, if possible, an entire field of publications."

While most magazines will provide some assistance with your meeting plans, one word of warning: Plan early! Let the magazine know long in advance what role it is being given and what you expect. If more than one magazine representative is to be on your program, make sure both know about it.

Another word of caution: Be realistic! Don't expect a three-ring circus from a publication just because you are an advertiser. It's plain common sense that the more advertising dollars you spend with a publication, the more inclined it will be to spend more time and money on its presentation at your meeting. But, there is a limit. Be realistic in your request and you'll generally get more than you expected in resourceful presentation.





## POLAND SPRING RESORT

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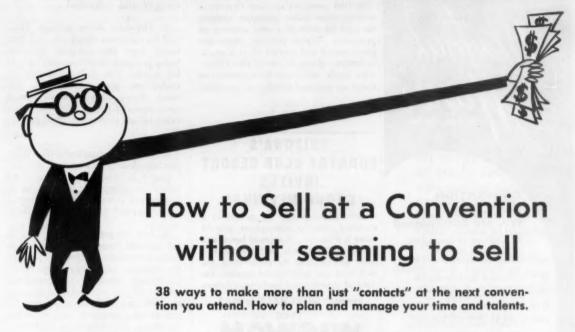
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You may spend thousands of dollars a year to send your sales force to concentions. Do you get a fair return on your investment? Do your men know what they should or could do at conventions? Here's what you might tell your salesmen about their attendance at conventions. (Reprints of article below available at 20c each; 100, \$15.75.)



By WILLIAM RADOS
Sales Training Consultant

SO YOU'RE going to attend a convention!

Why are you spending the time and money? To "make contacts," or, to make sales?

Recently, I attended a convention which cost each salesman on the average \$600. At the conclusion a speaker told the boys how to justify that expense when they submitted their expense reports. Now I feel that if these men had taken back some fat orders — or even a few good prospects — such detailed instructions would have been unnecessary.

There are many profitable reasons for attending the next convention of your trade or professional association. But the profit that counts on the P or L sheet is plus sales. So, if you're packing to leave for the convention, don't close your bag until you have inserted your specific plan to make sales!

Here are some ideas. See how many you can adapt to the benefit of your bank account:

Problem of selling at a convention is to curb your natural inclination to jump at the prospect. When a prospect spends his time and money to attend a convention, last thing he wants in this world is to be highpressured. So, reverse customary roles. Conduct yourself in such a manner that the convention goer will invite you to open up. That way you get a chance to turn convention investment into fat dividends. Among other things, this involves preparation. For instance:

Plan your sales campaign: You'll meet lots of prospects at the convention and when handled in good taste, a satisfying percentage of them will be willing to talk business. But exactly what are you going to talk about when the opportunity arrives? That's the prime question you should answer in preparing your campaign to cash in. So, let's review points to be planned in advance:

1. Clarify your objective: To make sure that you talk about the right things, decide on your specific sales goal. Is it to move slow items? Or to open up retail or wholesale distribution? Or build volume on the deluxe widget? Or what? Clarify your objective so that all possibilities may be explored and a decision made on the one best goal.

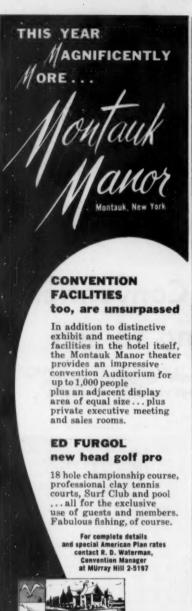
2. Think of them as "prospects": Not "friends." Not "satisfied repeat accounts." I use the word "prospect" as a reminder that every time you contact a customer you should sell.

Any other descriptions, such as indicated, tempt a salesman to relax his selling muscles. That's why accounts switch and sales are lost. Even if you are in an industry where many of your sales are to satisfied repeat customers, don't assume that they are automatically going to continue to buy without being sold. Expect to sell.

3. Good taste: I recall one convention where two consultants served as committee chairmen. One man made his committee's report to the assembly and sat down without the slightest hint that he would like to sell everybody in the room. He made a good impression—which helped him later. But the other man let his greed show. He included a straight out-andout commercial for his service. The president's face turned red and you could almost see him thinking, "Who let in this repulsive creep?"

Whether you are on the program or just attending, convention etiquette demands that you refrain from putting the bee on everyone in sight.

4. Pre-approach: Typical convention draws too many prospects to enable you to contact them all individually, therefore be selective. In advance, decide which prospects you want most to contact. Then find out if they intend to attend and if not



try to sell them on coming. At that time, make an appointment to meet them at the convention. But if this is not advisable or possible, plan to run into them "accidentally."

5. Set prospect quotas: One convention-wise sales manager assigns each of his attending men a quota of prospects. Where possible, these are pre-selected and special effort is made to contact them at the affair. Otherwise each salesman is expected to make an assigned number of so-called

"extended contacts" daily with likely-looking prospects.

- 6. Plan individual sell: After deciding on the pre-selected prospects, review their files to plan your handling of each individual.
- 7. Organize team selling: There will be occasions when you and your buddy from the company will contact a prospect simultaneously—maybe for lunch. For such inevitable opportunities, plan which man does what. Don't both work on him at once, and don't wait until the actual event occurs in an attempt to play by ear.
- 8. Introduce constructively: When you introduce your associate, give him a plug in good taste. Mention his hobby or college for instance as an opener and thereby give the prospect a hook around which to start talking.
- 9. Get on program: Best way to get yourself known favorably and to invite immediate contacts is to get on the program, preferably in this order: (1) feature speaker, (2) after-dinner speaker IF you can deliver a message of substance with belly laughs, (3) conference, program or workshop chairman, (4) committee chairman, (5) committee member. Effort is worth the price: when you contribute to today's convention success, you get paid off tomorrow in orders. Here's how to handle yourself when you are on the program:
- 10. Soft introduction: Provide officer who introduces you on the platform with a written introduction. Make it brief. Make it non-commercial. Make it in big, bold type. Caution him to avoid temptation to plug the program by plugging you and your firm. If he does, you'll be suspected of having put him up to it. Every once in a while an amateur introducer embarrasses the speaker with an over-hearty build-up. So watch this.
- 11. Cooperate with publicity chairman: If he needs a glossy photo of you, supply it with a subdued biography. If there's to be press coverage or handouts, furnish publicity chairman with advance copies of your talk or report. But don't deal with the press directly. It's the publicity chairman's job to handle press relations in accordance with association policy.

Maybe your presentation will be taped, but even so, bring copies of your talk for distribution by the publicity chairman. Have extra copies

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## MIAMI is the Magic City

for Conventions

Write to CONVENTION BUREAU 320 N. E. 5th St. Dept. TI Miami, Florida for those inevitable members who ask you. If they approach you, fine; but don't make a pest out of yourself by chasing them.

12. Consider advance promotion: If you want certain prospects to know about your forthcoming part on the program, send them copies of the association's official advance publicity. With covering note. Most associations welcome all come-on promotion they can get, but there's usually some member who kicks up a fuss over what he considers personal publicity. Therefore, the wise move is to first clear this idea with the association.

Such advance promotion raises your status both with members who attend as well as the stay-at-homes, and helps you sell this latter group when you resume regular solicitation after the convention.

13. Candid shots: If your association's plans do not call for action photos, sell them on the idea of photographing all speakers. Appropriate committee should handle this and will welcome pictures for official proceedings distributed after the meeting. Basic reason for candid shots is that they enhance the prestige of the affair, including individual speakerswhich is where you come in.

So much for getting the most mileage out of an official spot on the program. But even if you aren't on, there are other ways to properly advertise yourself. For instance:

14. Bring your wife: (This will be impersonal for a reason you will see in just a moment.) If the program includes organized ladies' events, bring your wife along, have her participate and if possible and she's capable, get her on the ladies committee. See that she's dressed at the level of the other women (whom you've seen at previous conventions of this group). If she's over- or under-dressed the other gals may act uncordial. Coach her on whom to meet, what to say, and to avoid the hard sell. And to avoid gossip. Of course, all bets are off if she's an irresponsible blabber mouth. (Nothing personal, as I said.)

15. Contribute door prize: Most association officers welcome door prizes as a means to get members into sessions on time. Value of furnishing the door prize is to advertise, plus possibility that a specially-good prospect may win it and open the door to a contact. But caution: sell the association on passing a rule limiting value of prizes. Otherwise next year your competitor may give away

a Thunderbird and where would that leave you?

16. Private giveaway: There's no reason why you couldn't hand out some pertinent service piece such as a data manual, tabulation chart, reprints of magazine articles, etc. Value should lie either in the novelty or usefulness, not the cost.

17. Advertise hospitality suite: If policy requires the "free lunch" in-

#### nord et sud

Search where you will, you'll have a hard time finding as charming a spot as Mont Tremblant lodge for your next meeting! Here, at the foot of the Laurentians' highest peak, is a complete French-Canadian village with every facility, every service to delight your delegates. Comfortable accommodations for up to 300 persons . . . an experienced staff to handle all details . . . a wide variety of meeting rooms at your disposal . . . delicious food.

In winter or in summer there is every opportunity here for work and play at one of the most famous resort clubs in the Americas. Rates are surprisingly modest, and your inquiry is respectfully solicited.



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Club En Cottages Mont Tremblant, P.Q.

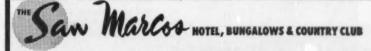
Siegfried Faller, Jr., Sales Mgr. Telephone: St. Jovite 83



.... when you see THIS LOGO on shipping cases at trade shows . . . you can be sure the exhibitors are getting the most out of their show budgets.

If you don't know the Capex story about low cost displays...we'll be glad to tell it to you.





#### LET'S TAKE A LOOK AT THIS UNUSUAL ARIZONA PICTURE (in the Greater Phoenix Area)

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  - · Exceptionally attractive programs for the ladies, including health and beauty salon-fashion shows-Suite 21. A skillfully trained, convention-
  - minded staff assures a most successful meeting to groups up to 300.

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ducement let people know about it. Simplest way is to post notice on the hotel activities board under convention name, if permitted by the association. Also display a welcome sign outside the door of the suite.

As the unmarried girls know, "If you want to catch a husband, circulate." Likewise, for a salesman who plans to use a convention as a happy hunting grounds.

- 18. Check in early: Day before convention opens there always are a few early birds who can be contacted at leisure. Most of these chaps welcome somebody to talk to, later they are too busy. Another reason for early arrival is to locate the props you shipped but which have become "lost" somewhere in the hotel.
- 19. Register early: People who want to look you up will know where to contact you if you registered. Fact is, some prospects do look up salesmen. That's exactly what you're trying to do, get them to take the initiative.
- 20. Visible name: If the convention-issued name badge is too small re-do it large enough so that it can be read at handshake distance without requiring your prospect to put on his bifocals. Men, too, as are women, are vain about wearing their specs. So make your name visible. Also, if convention people have labeled you as J. W. Smith, re-do it to read Jack (not John) Smith.
- 21. Hang around: Around the registration desk, that is. Here's the one place where you can meet everybody and an excellent opportunity to "accidentally" run into those hard-to-reach Grade A prospects. Then, once the majority have signed in and scattered:
- 22. Circulate: One top convention hotel has three indoor bars, two outside, and five dining rooms. Make the rounds. Also, don't stick with your company associates throughout. Instead, spread out, with each man busy chasing his own prospects. Furthermore, eat each meal with a different individual or group. That's more low-pressure prospecting. One last thought on this matter of circulating: Get up way ahead of breakfast hour to run into those inevitable healthy fellows out for their Truman stroll. Usually these boys don't get potted the night before and therefore are in approachable mood.
  - 23. Be available: I don't know

why it is, but I've seen men go to a convention and disappear for the entire three days. If you expect to sell, be on hand. Attend every formal session. Sit in the rear so you can make contact when the audience leaves. After the day's last session, take a trip throughout all those popular spots and you'll find plenty of prospects in a welcome mood. Mornings, much as you might prefer privacy, don't have breakfast sent up, unless it's for a private chat with a good prospect. Instead, go to the room where members are breakfasting. Again, try for a table near the door so that you will be seen and vice versa.

Along with this policy of availability, consider the next tip:

- 24. Be conspicuous: In good taste, of course. One convention I attended in a posh big-city hotel, one member stood out because he wore shorts: Result: raised eyebrows and cracks. Whereas, another top salesman I know always appears sharply dressed with his trademark, a red carnation. Some other men identify themselves by an unusual tie or lapel pin.
- 25. Speak to everybody: Badge you wear is all the introduction you need. From the time you drag out of bed until the time you collapse into the bunk say hello to everyone wearing the badge. At this point some salesmen short-sightedly drop the contact as soon as they discover the man comes from outside their territory. Don't. Instead introduce him to your associate who covers that territory. At least get his name and pass the word along so that he can be followed up at convention or later. You'll be repaid for your effort by the reciprocity of your associates.
- 26. Join all social functions: I hate those noisy, crowded, hot cocktail parties, but more exposure means more contacts. This also goes for all other planned functions such as golf, beach party, buffet on the terrace, grand banquet and dance. Regarding this last, if the program committee requests formal dress support it. It's a little thing, but the way to sell at a convention is to do a lot of little things right.
- 27. Can you entertain? If so use it to make friends at night with men who will buy from you tomorrow. But if you sing, dance, do card tricks, tell stories be good at it. One man spends hours prior to a convention polishing his card tricks. He's always favorably remembered as "that guy who does the tricks."

28. Remember his name: Anybody who attends conventions runs up against the problem of trying to remember those four fellows you met last night in somebody's room and it sure was fun. But now it's morning and here they appear in the elevator. Let's see now, which is Mike and which is Harry? Whatever memory system you use, work it overtime at the convention. It's hard to make an impression on a man when you can't recall his name or company.

29. Be miserly with liquor: At conventions I attend there's some fellow next morning with a murderous hangover because some eager salesman urged him to drink up. So the salesman's good intentions backfire. Have it available, offer to buy a round or two, but don't fall into the position of being the reason your prospect hates you next day.

30. Compliment speakers: Best way is to buttonhole the speaker and pay him a sincere tribute. So he likes you and passes the word that you're not only a nice guy, but have a real sound head on your shoulders. But if you can't catch him, send the word along through an associate of his Now you have two friends.

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swimming ... swimming ... putting
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alal ... horse and dog racing (winter season).

For information contact phone 22-1011 St. Petersburg

31. What's your hurry? Don't be in any hurry to leave once the convention has adjourned. There are always some members who linger on and can be contacted after the clamor has died down. "More calls you make, more you sell."

When calling on a prospect you first get his attention in order to make your pitch. But at a convention if you run up to a prospect and start pitching he'll run away from you. So:

32. Be bashful about your commercial: You introduce yourself, "I'm Jack Smith with XYZ widgets. Whom are you with?" And get him talking about himself, his hobbies, his company, the weather, Fidel Castro or anything except the fact that you would like to impress him. If there's one gripe convention goers have, it's the jerk who backs them into a corner and goes all-out with the hard sell. Whereas, if you lean over backward

to avoid commercialism, they willingly talk to you. Even buy you a drink!

33. Discuss business news: An excellent way to hold up your end of the conversation without commercialism is to comment on current news of general business conditions and tie into the convention theme or speakers' remarks. Your objective is to create a favorable impression as a sound business man — kind of man worth buying from.

34. Ask permission: Although many prospects resent the salesman who makes the first move at a convention, some men are reasonable when approached tactfully like this: "You and I are here for business ideas, so if you don't object, I'd like to tell you something about our line." If he objects, drop the subject. Otherwise he'll broadcast the incident and from then on you'll be as popular as a cat at a canary convention.



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- . PARKING FOR 500 CARS ON PREMISES!



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35. Pick your place to sell: When a prospect shows willingness to hear about your line, steer him to a quiet spot. Best place is your private suite, alternately any other place offering freedom from interruptions. If he's not free at the moment, make a date with him for later in the day. Any time will do. I once made a sale in Atlanta during a midnight date. When you have made the appointment, follow him up. Half the time, convention goers get sidetracked and never show unless reminded.

36. Give your sales presentation:

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One reason treasurers question the expense of conventions is that some salesmen go there solely to "make contacts." This usually means socializing and hosting in an attempt to make a friend. That's fine, but why not go a step further and try to make a customer? There are always convention goers who want to hear your story, so when you have such a cooperative prospect, make your sales presentation.

37. Make an indirect closing move: In regular selling, you always make a firm closing move as soon as it seems opportune. But at a convention, especially when you don't know the man too well, it's best to play safe by making an indirect bid such as, "Well, how does this appeal to you?" Sometimes he'll buy, sometimes he won't-at the time and place. If you can't succeed in taking his order at the hotel, the indirect closer preserves his good will so that you can arrange to call on him by appointment after the convention.

38. Follow up: It's common experience that for every order you take at the convention, there are several more prospects who would buy, but can't be dealt adequately with due to lack of time. So, get their names and before you retire that night, note down details so that when you appear at their offices next week, you'll have all the facts.

In closing, let me repeat the key idea of this article, "How to Sell at a Convention without seeming to sell." Millions of dollars are wasted annually on conventions by salesmen who attend without a clear-cut plan to take advantage of the unique opportunities inherent in such an event. You be different. And when you do, you increase volume and profits and thereby prove in the most convincing way possible that your company has a mighty valuable salesman on the staff. •



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THOMAS C. McCALL, president, has meeting rooms bugged with tape recorders.

## Small Meeting Needs a Jolt

McCall uses cash as tonic to make salesmen think "rich" instead of "poor"; distributes \$100 bills at meeting. Men keep the money by improved performance during the week. McCall believes salesmen "should suffer a little" — in hard chairs.

WHEN IS A SALES MEETING a sales meeting? Not, according to Gertrude Berg, when the pigeons are on the grass and a frame of mind is a frame of mind. It's a sales meeting when certain elements are present to create profitable, not abstract thinking.

A Chicago-based organization in the high-bracket sales personnel field, regularly holds sales meetings in its own office designed to cultivate and encourage profitable thinking, eliminating the abstract (or accentuating the positive). Methods it follows are unique and are worthy of application to sales meetings of 20 men or less.

"Salesmen" at Tom McCall & Associates, Inc., are employment counselors and executive recruiters who "sell their product"—marketing manpower. Since the firm operates nationally—perhaps only one of its type in the country (dealing with sales executives, sales engineers and salesmen for industrials)—there is considerable "hard sell" and pressure from within.

Sparkplug of the organization is Thomas C. McCall, president, who admits that "as in any business, there comes a time when staff members hit certain roadblocks, become less ambitious and performance suffers. Sales executives know the signs and realize that something must be done to renew interest, to create excitement and fire ambition!"

To be frank about this mild form of depression, there is no greater medicine than money, McCall feels. He uses it in his own sales meetings to stir imaginations of his staff members, and it has worked wonders for worried clients at their own sales confabs where it "got people back into the swing of trying for fatter vouchers." One of the worst things that can happen to a sales force, he believes, is if "they get to thinking poor and talking poor—brooding about how hard it is to earn a buck instead of actually trying to earn it. We had that happen here, and the 'money cure' licked the condition." Here's what happened:

McCall summoned his 10 top placement managers by office intercom, and once they were seated in his spacious office he handed each a crisp, new \$100 bill with a tag attached. Message on the tag read: "What must I do to make this \$100 bill mine by

the end of the week?" Each manager was then asked to write in 25 words just what was to be done to earn it as an extra bonus. Answer was obvious—if they made sufficient placements of sales personnel, the money was theirs.

Staff members were instructed to keep the money for the entire week, and if they failed to measure up, they were to return the \$100 bills to McCall. "Needless to say," he reflects, "they were very money conscious for the work-week, with those big bills staring them in the eyes and burning holes in their pockets. Salesmen, or even counselors who place them in jobs, seldom have a 'C-note' on their persons, and they naturally hated to think of parting."

Results? At the end of the week "production" (placements) increased by more than 50% and, "with everyone money-conscious once again, we pulled out of the slump with all hands convinced that gloomy thoughts gain actions."

McCall feels that while many small companies are able to project most of their marketing personnel into sales meetings, the session dies soon after it's begun merely because of the simplicity of the whole thing. "Wise sales managers realize that in a small meeting, just as in a large one, there must be a few attractions, surprises or 'gimmicks', if you will, to keep the group interested and on their collective toes."

► McCall's private office, scene of sales meetings, is "bugged" and staff members know it. Throughout a meeting, at intervals, a record plays back all that has been said not only in the room but over the telephone. The 'phone itself has a loudspeaker and desk microphone, so that any of the group sitting about the office can hear and talk with the party calling without leaving their chairs.

How McCall "projects" his staff into a meeting is illustrated by a recent call from a Boston electronics manufacturer who wanted prospects for a territorial sales managership. The assembled placement managers heard him ask for "a tall, neat appearing man in his early thirties, preferably with a family, and with a background in electrical engineering, etc."

"By this method," McCall explains, "a sales manager, seated before his group and with a customer on the phone asking for a specific item, can take the past tense out of a sale, you might say. It is thus in the present tense, with the description given on the spot for all to hear, and the salesman can come up with answers immediately. There is no written report on what the customer said, for here's

what he's saying!"

A sales manager, can, as McCall does, "get it down exactly as he said it on the recorder, and we can review the customer's words in his own voice, analyzing it and even measuring it for meaningful inflections."

McCall, who has been "selling by words" for almost 15 years, believes that a sales meeting of this type, where all participate, is an excellent tool for training new salesmen and recharging the veterans. "Some salesmen, face-to-face with a big buyer, feel a sort of vague panic setting in.

In meetings like ours, our people can hear the customer's voice and get him to answer questions directly, as to requirements. Just as an OEM must explore minimum requirements of a certain design or manufacturing project with the industrial salesman, so must we ascertain the minimums of an employer-client."

By using modern electronic communication devices, McCall suggests, a sales executive can call in his staff to hear what the customer has to say and at the same time make an absolute record of the conversation for replay for salesmen who were out when the customer called.

"This is our approach to get over the semantics hurdle," he says, "but there is much more than mechanical gadgets to offer the audience at a sales meeting. To get the most out of a sales meeting, both the audience and the executive conducting it must do several things."

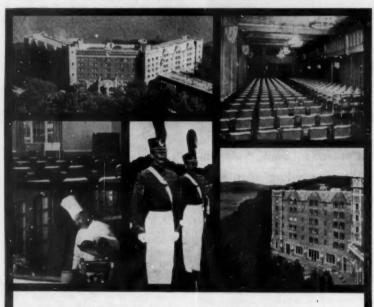
#### Salesman must:

- Give rapt attention to what is being said, for it might increase his income.
- 2. Have an absolutely open mind and confess (to himself) his own ignorance as he takes his seat. Let the new information filter in with what he already knows and become part of the whole package.
- 3. Suffer a little in his hard chair. He'll learn better and appreciate his "education".

#### Sales executive must:

- 1. Let there be no misunderstanding or vagueness as to why he called the meeting. He explains the reason for it, and gets agreement (from the smaller group) that there is an adequate area for discussion, "which assures us at this point that at least no mind is closed to what follows."
- 2. Be aware of the pressures of time. A peculiarity of a small sales meeting is that the executive conducting it must get out quite a bit of information to the assembled group in a short time. He must create enthusiasm for the job at hand.
- 3. Realize that a sales meeting in a small company puts that company right out of business during the time of the meeting. "Here is a tremendous argument for the leader of the meeting being well prepared and not go in on a free association basis. He must contribute something greater than the same amount of time would have produced had the men been out making calls. This can be done only if the leader has spent three times as many hours in preparation than in the meeting itself."

Since small-type sales meetings usually are held during work hours, McCall believes that "everyone should have some sort of a part in it. If they happen to have something to spout off about, now's their chance to let everyone, including the boss, know what's bothering them—and because you're all together, somebody is bound to come up with a solution.



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HOTEL
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WEST POINT, NEW YORK

#### Want Exhibit Results? . . Schedule 'Em!

(Continued from page 37)

usually six months, three months, and one month in advance. These letters are interspersed with field calls to customers by our salesmen who personally explain the program. They work with the reseller or customer to get the right equipment ordered and in operation for his exhibit.

We have already made our hotel room and banquet facilities reservations. And we have made our preliminary draft of the manning force. Latter is accomplished by working with the general sales manager and the district managers from the area where the exhibit is to take place. We have also called on other departments within the organization to advise us of the people they want to have attend.

As soon as we know what is going to be shown, how it is going to be shown and what the exhibit is to look like, the copy department is advised. Department immediately starts to plan a show folder or giveaway, various letters of invitation, letters of thanks and press releases.

As soon as show management sends us forms to be filled out for serviceselectricity, gas, air - they are processed. We make sure to keep duplicates in file so there can be no mis-

File systems is an important part of our operation. We have a separate jacket for each exhibit. In it there is a separate file folder for each of the following areas:

- 1. Correspondence with show management
- 2. Inter-office correspondence
- 3. Manning schedule and hotel reservations
- 4. Equipment order
- 5. Demonstrations
- 6. Cost records
- 7. Report data

All of the items go into compartments in chronological order. Thus we know where everything is and when it went in.

Approximately three months in advance of the show we have our final manning schedule. All items related to the show are now in production.

Now we try to get our prospective customers to come to the show. In addition to mailing tickets and invitations to the exhibit, we send out blocks of tickets to every man on the sales force. Salesmen carry these complimentary tickets and leave them whenever they make a field sales call. Now that we know who will man the exhibit, we send out releases on these men for local publicity. This publicity is not only sent to the local papers where the men reside but also to papers in the city where the convention takes place. It is sent to trade journals, etc.

Now we can tell the hotel who will occupy the rooms and the duration of their stay. We have advised the men who will man the exhibit. We also tell the entire sales force when we are going to show, where we will show and what is to be shown. Our field force is required to advise its customers of our participation and

RADE

the items that will be of particular interest to them.

Two months before the exhibit takes place, we start work on a salesman's handbook. It includes specific information about each of the products we are to show and how they are to be demonstrated. It includes the schedule of hours each man will work and the names of all other men who will be at the show. It also gives the name of the hotel and the room in which the men will stay. And it includes all other pertinent data for successful operation of the exhibit.

We include reminders on how the men are to conduct themselves while

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DUANE W. CARLTON, President

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on duty as well as off duty; on booth and personal cleanliness; on appearance; on alertness; and on customer relations.

This book is sent to each man who is on the manning force at least one week in advance of the exhibit. All are required to study it so they know what is expected of them.

You might say we drill our sales force in show participation. Salesmen are coached on what to do; they are shown how to do it; and they are guided on intergrating the sales mes-

sage with the operating demonstrations. We do not expect them to deliver a "canned" speech. We want them to use in their own way information that has been supplied to them about the product and demonstration of it.

We do not rely on the handbook alone. Day before the exhibit takes place, we hold a briefing meeting. All personnel connected with the exhibit are brought together for a social hour, dinner and workshop session. In this workshop the men are lectured on

each item of equipment by a specialist. Week's program is covered by the sales manager. Booth operation and procedure is covered by the exhibit manager and the long-range forecast of expected results from the show are covered by market development manager. Here, too, our top management gets into the act. Vice president of marketing usually briefs the men on company policy.

And as to the exhibit, we try to get

And as to the exhibit, we try to get into the hall on the first day that we are allowed to setup. We do not wait until we have to pay double time for Saturday and Sunday erection services. We are, perhaps, "persona non grata" with show management for even trying this. But we feel that because of the technical nature of our exhibits we need as much time as possible to make certain all demonstrating devices are smoothly operating. And we have another reason, too.

It is not enough for us to just brief our men on how the exhibit should be operated. It is important for them to have the feel of the exhibit before they meet the customer. Day before the show officially opens, we bring our salesmen down to our exhibit to have them put it through its paces.

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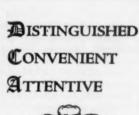
Alverade Hotel, Albuquerque, N. M. Accommodations for groups up to 150 all year. Write Manager, Raymond W. Williams, Phone Chapel 7-0711, Teletype: AQ 62.

Furnace Creek Inn, Death Valley National Menument, California. Accessmodations for groups up to 175 Rovember 1 to May 1, Write Manager, Fred W. Wittehorg, or Fred Harvey Reservations Office, 530 W. 6th Street, Los Angeles 14, California. Phone: MAdison 7-8048, Yeletype: LA 1465. El Tever Hotel. Bright Angel

Bi Tover Hotel, Bright Angel Lodge, Grund Cenyon Netional Perk, Arisone. Accommodations for groups up to 200 October 1 to April 30. Write Grand Canyon Reserv. Office. Phone: Grand Canyon 181, Teletype: GRAND CANYON ARIZ 3723.

Or Contact: Monte S. Gordon, Fred Harvey, 530 W. 6th Street, Los Angeles, Calif. Phone: MAdison 7-8048, Teletype: LA 1465.







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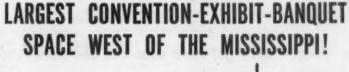
For full information write or phone: F. F. Schock, Salas Mar. Gilboon 9-700 After the exhibit has officially opened, we hold a series of sales meetings. They are usually breakfast meetings. Salesmen are required to report on the previous day's activities. We ask them how future days can be improved. Meetings are also used to develop strategy, not just for the duration of the exhibit, but for following up "hot" prospects. During these meetings salesmen are given questionnaires to fill out. They give their evaluation of the exhibit as a whole, of our booth design and layout, of demonstrations, and of equipment they think we should have shown or should show in the future.

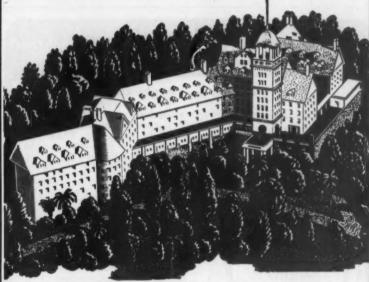
In these meetings as well as in the "kickoff" meeting, we spend a good deal of time going over the use of the registration card. It was designed to use in all of our trade shows. It is convenient for the salesman to carry and fill out. It is a simple check list. With it a salesman can advise us if he thinks a visit or proposal is recommended, or requested. He can also tell us if the prospect should be added to our advertising mailing list. This is in addition to specific product information that the salesman feels should be sent. And even here we do not rely completely on the salesman.

We realize he has many other things to do and that he, notoriously, has the poorest handwriting in the world. As soon as he has filled out the registration card, he immediately turns it over to the secretary in the booth. She types the card up with all of the required information.

Registration forms are tabulated at the end of each day's operations. They are immediately sent to the home office for processing. (By processing I mean a thorough handling of each inquiry.) We send requested literature; we notify the proper sales office; we make certain that all leads have been followed up.

Over and above this, we try to make our customers comfortable in our exhibit. We try to make them feel that we enjoy and appreciate their interest. We devote a great deal of premium space to what we call conference areas. It is in this area that our customers can sit down and talk about their problems. After they have talked and visited with us, we make sure that they get the follow-up information they request by the time they get home.





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#### How This Article Came About

Says Floreen: "As a member of a panel discussing sales meetings, conventions and trade shows at the Sales Promotion Executives Assn. convention, I was asked to answer this question from the floor:

"'Can you cite a case history of a company that does a well-rounded job of exhibiting, promoting its exhibits and following up on its exhibits after a convention?"

"This article is an amplification of my answer. I used my own company as an example because we make a conscientious effort to plan, follow through and follow up all the things that make an exhibit a success."

Each person who visits with us and is registered gets a personalized letter of thanks for attending our booth at the show. This letter is signed by either the general sales manager or, in certain specific instances, by the district manager in the customer's area. We make sure this letter is waiting for him when he returns home.

When the show is over, the program is not completed. We must bring the exhibit back to the plant and get equipment returned to the factory or the area from which it originally came. Usually, we break up the exhibit into smaller demonstrator units for local shows or symposiums. We carefully check all of our hotel bills and all of our service charges. We make sure that all equipment lent to customers or resellers is returned and sent back to the factory.

▶ General report on the exhibit itself and what we exhibited is sent to all salesmen in the field. Detailed show survey of its effectiveness as well as detailed analysis of registrations and inquiries is also made. This is sent to our management group. Once these surveys are complete, we are ready to start on next year's plans.

To us the trade show is an effective sales tool and market place for us to show our wares. Often we are a thorn in the side of both show managers and the people who build our exhibits for us. We constantly insist on not only getting all we pay for but also demand - as our customers do from us - better and better tools with which to work. We feel it is our duty to insist that show management use modern concepts of exhibiting - adequate aisle width, up-to-date methods of materials handling, and adequate storage areas. We insist that show management allow us to use the space we pay for in the way we feel will do us the greatest amount of good.

We feel duty bound to insist that our exhibit builder use all of the latest techniques. He should constantly search for new techniques in design, construction and material to make each exhibit not only outstanding but more effective than the last.

We believe strongly in cubic content, theater presentation, conferencetype demonstrations, and use of color, light and sound to demonstrate our products effectively. Proof that these elements work? All of these items were employed so effectively in one of our exhibits that after the industrial show was over it went on a network television program in a halfhour-long presentation. It was presented to several technical societies for special demonstrations. Finally, it was installed in one of the great scientific museums in the United States in a room of its own for presentation to the public. It is here now and will remain for some time.

▶ Other of our exhibits have met with similar success. Last spring, U.S. Atomic Energy Commission wanted to show the latest reactor technology at the Geneva Conference on the Peaceful Uses of the Atom. Commission came to Leeds & Northrup. We had supplied basic control instrumentation for its boiling-water reactor at Argonne National Laboratory. And we had effectively exhibited simulated reactor control systems at several trade shows. Significantly, the Commission not only asked our company to provide instruments which substantially duplicated the original panel-board installation, but asked us to supervise and coordinate the building of a scale-model of the reactor itself - to integrate the model with the operation of the instrumentation. Result was an effective exhibit at Geneva. It was then brought back to the United States for training operators in reactor kinetics. •

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## -SM

## BEST L'VE HEARD

An exchange of anecdotes and facts to help a speaker spice his speech and make a point.

#### Subject: GHOSTS

When he missed the last bus to town, he tried to hitch a ride. Cars whizzed by; none stopped. Finally a car came slowly along and stopped. He got in and the car moved slowly on again.

To his horror, he discovered there was no driver behind the wheel. As the clock in the church tower struck 12 o'clock, the car came to a halt in front of a grave-yard.

He leaped from the car and started to race madly down the road. He turned back to look and saw a man trying to get into the car.

"Don't get in!" he shouted to the stranger. "There's something terrible wrong with that car."

"You're telling me," came the returned shout from the man at the car. "I've been pushing it all the way from town!"

#### Subject: SLEEP

The curvacious blonde walked to her seat in the plane, placed two pillows on it and prepared to stretch out across two seats. Noticing the stares of many eyes, she remarked: "I have a big day in New York tomorrow. I have to get some sleep." There upon she settled into the seats, modestly drew her skirt down over her knees, and fell fast asleep. As she turned and squirmed in her sleep, her skirt crept higher and higher.

Soon a young gentleman jumped up from his seat, reached into the overhead rack and brought down a blanket. As he carefully draped the blanket over the reclining sleeper she awoke with a challenging glance. "Beg your pardon, miss," he explained. "I've got a big day in New York tomorrow, and I've got to get some sleep, too."

#### Subject: FIGHTING SPIRIT

Short, mild-mannered gentleman strode up to the bar and ordered two drinks. While the hulking bartender watched, the man quickly gulped down one drink and poured the second into his shirt pocket. He followed the same procedure for each subsequent round of drinks. After the eighth round, the bartender couldn't help but seek an explanation.

but seek an explanation.
"Say, pal, how come you pour every other shot into your shirt pocket?"

At this the small man reached over the bar, grabbed the bartender by the necktie and with a yank said: "Listen here. You mind your own business or I'll pound your head into a beer glass."

As soon as the words were out of his mouth, a tiny, blurry-eyed mouse poked his head out of the man's shirt pocket and squeaked: "And that goes for your cat, too!"

#### Subject: TAXI DRIVER

Two preachers and a taxi driver arrived at the pearly gates at the same time. St. Peter asked the first minister: "Who are you and what have you done to earn admission into heaven?"

"For over 25 years I've been a Methodist pastor."

"Just wait a minute," said St. Peter and turned to the next man. "And who are you and what have you done?"

"I'm a Baptist minister and have been preaching for 32 years."

"Stand aside," said St. Peter and he asked the third man to identify himself.

"I'm a taxi driver," said the cabbie. "Been at it for almost 14 years."

"Pass through the gates," said St. Peter to the cabbie.

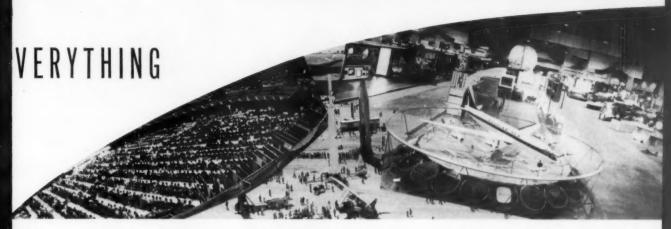
"What about us?" asked the preachers. "Why does he go before us?"

"Because," said St. Peter, "in 14 years he has scared more hell out of people than both of you have in more than half a century."

#### Subject: SELLING MESSAGE

Volunteer fire company started a campaign to sell tickets to its annual dance. Sales lagged until the firehouse blossomed with this big sign:

sign:
"You come to our dance and we'll come to your fire!"



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**FACT:** Registration at World Congress of Flight show 8,300 Scientists, Educators and Exhibitors attended.

FACT: Over 400 working press covered the exhibitions, meetings, and events.

FACT: 3,300 guests attended the Convention Banquet.

**FACT:** INDOOR EXHIBITS covered 90,000 square feet of space — and there was room to spare.

**FACT:** OUTDOOR EXHIBITS covered 100,000 square feet of space — and there was plenty of space to spare.

**FACT:** "... The World Congress of Flight held in the new Las Vegas Convention Center had the greatest concentration of brainpower ever assembled on aviation and space subjects . . . .



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